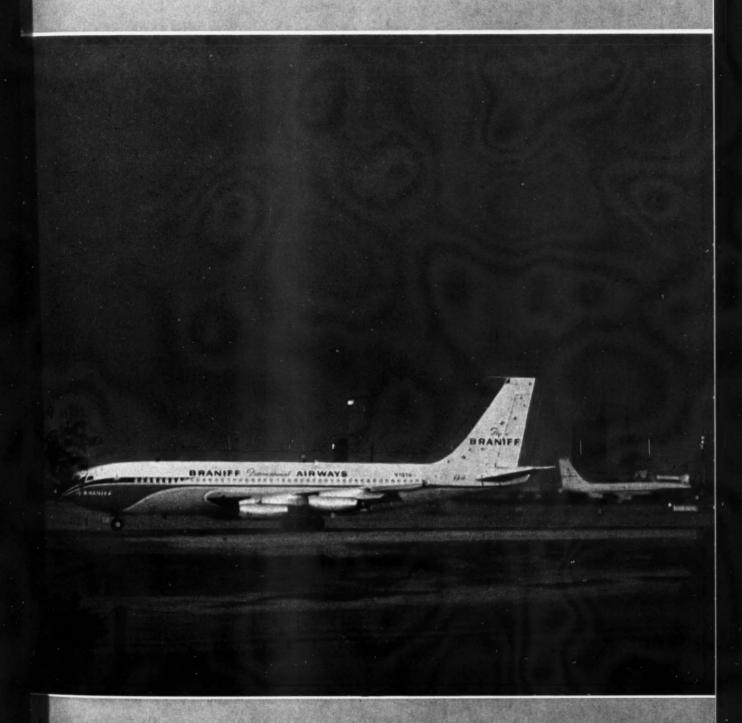
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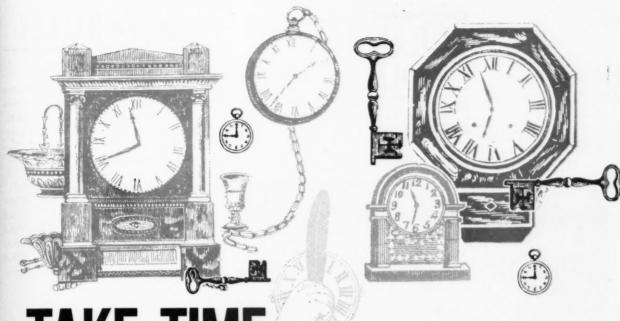


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TAKE TIME

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Inside DALLAS

Complete Contents on Page 7

World Trade, the growing importance of Dallas in international business, is featured in this month's issue. Various phases of the field, along with an overall summary, are the subjects of articles in November's DALLAS.

The steamship lines and the foreignflag airlines with Dallas offices are listed in one article, and the significance of this foreign transportation is reviewed. Another considers the growing international importance of the Dallas electronics/aerospace industries.

Oil was one of the first Dallas industries to "go international." A special article in this month's issue reviews its importance today.

The Annual Meeting of the Chamber, to be held at the Statler Hilton on December 5, is the subject of a story, as is the new Dallas Hospitality Corps, sponsored by the City and the Chamber.

This month's cover features an unusual late evening shot of Dallas Love Field by Dallas photographer Duane Robinson.



Volume 40 • Number 11 DALLAS is published monthly by the Dallas Chamber of Commerce, Dallas I, Texas. Second-class postage paid at Dallas, Texas. Subscription \$5 a year outside Metropolitan Dallas.

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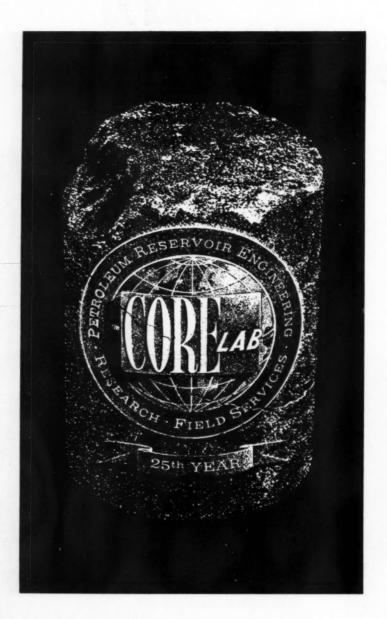


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NUMBER 11

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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Established

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Huey & Philp Company

Wholesale Hardware, Hotel and Restaurant Supplies & Equipment

1874 Bolanz & W. C. (Dub) Miller

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1876 Trezevant & Cochran

The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

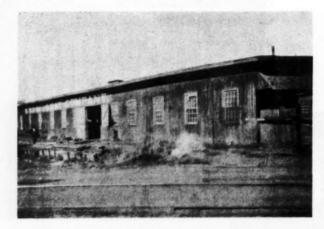
Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products

1897 Anderson
Furniture Co.
Dellas' Oldest Furniture Store



HE small, shed-like frame building, shown above, was the first THE small, shed-like traine building, and the hundred feet of Murray Company factory in Dallas. With just a few hundred feet of floor space, this plant began producing cotton gins in 1900 when John H. McDonough, who had been representing Eastern manufacturers building gin plants and mills in Texas, organized the firm and became its first president and general manager. From that small operation on the industrial outskirts of Dallas the Murray Co. of Texas, Inc., has expanded to its present plant of more than 22 acres. In 1916 the firm set up its industrial supply department. In 1937 the firm acquired the Carver Cotton Gin Company, a Massachusetts firm founded iin 1807. In 1947 Murray took over the Boston Gear Works, founded in 1880. Today, the Murray Co. of Texas, Inc. is one of Dallas' leading industrial organizations. Now in its sixty-first year, it is recognized as one of the leading cotton gin manufacturing firms of the nation. Mexico provides its largest outlet for export but Murray machinery has been exported to every major cotton producing area in the world. Murray enjoys wide customer acceptance in the European market and in the cotton producing countries of Asia and Africa. The steady expansion of Murray has been one of the major factors in giving Dallas its present growing leadership as a world trade center.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1889

Bennett's

Opened Dallas Plant in 1927 Printing — Business Machines Office Furniture & Supplies

1896 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1805 Boston Gear Works Division 1880 Industrial Supply Division 1907

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1903 Walraven Bros., Inc.

Printing, Lithography Loose Leaf Binders

1903 Republic Insurance Company

Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

1904 Burton & Wilkin

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1906 Hesse Envelope Company

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1910 Moser Co. Realtors

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1911 Graham-Brown Shoe Company

1912 Stewart Office Supply Company Stationers — Office Outlitters

Wholesalers

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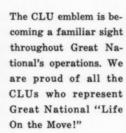
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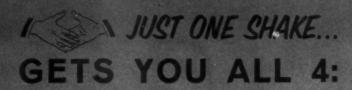
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WASHINGTON

REPORT



Legacy From the Past

Here and there around Washington some stickers proclaiming "I Miss Ike" are appearing on a few automobile windshields, and they are a welcome sight, when you stop to think about it, because they are right on schedule, like the whoopers showing up at the Aransas refuge. Whether the declaration seems amusing or plaintive depends upon one's point of view, and the intensity of one's political ardor, but to many of the seasoned political observers around the town, whose partisan leanings, if they ever had any, were shed like an incubus somewhere down the years, the recurrence is merely nostalgic. It is "I Miss Harry" all over again, entering on cue after eight years, with only a slight change in the star billing.

It is indeed - as these seasoned philosophers are wont to reflect, as they repair to the familiar Press Club Bar for some additional political seasoning - a splendid manifestation of the durability of democracy when a dissident citizenry can miss Harry yesterday, and Ike today, and of course Jack tomorrow. It is like continuously lamenting the past and challenging the future, a perpetual triumph of hope over disillusionment. But the most mystifying aspect of this typically American phenomenon, this missing of Harry or Ike, is the implication of some change or loss-when any of the aforementioned cognoscenti in their mahogany sanctum can testify from long experience that there is seldom very much

Take, for instance, the Presidential Press Conference, which of course can be readily cited. When President Eisenhower was first elected he entered upon his duties with the high resolve that he would meet regularly with the press, believing that a well-informed press and a free people, etc., etc. Yet after manfully confronting the news corps a few times on a regular schedule, he sought refuge in a prudence that only such experiences can inspire, and gratefully tapered off — to such an extent, in fact, that Candidate

Kennedy then criticized his predecessor for the infrequency of his meetings with the press, asserting that a well-informed press and a free people, etc. And after jousting with the press a few times on a regular schedule, President Kennedy sought the same haven of intermittancy—to such an extent, in fact, that one curious statistician borrowed the bartender's pencil and carefully computed that during his first nine months in office President Kennedy had met with the press precisely the same number of times that President Eisenhower had during the corresponding period of his incumbency.

If-in this attempt to demonstrate that politics is basically impervious to change by partisan means - the example just cited is considered a minor one, then take the example of Fiscal Policy, than which there are few more major. Right on schedule less than a month ago was the formal announcement of the Kennedy Administration that the current fiscal year will produce a deficit of \$6.9 billion and that total spending for the year will approximate \$89 billion. This announcement provided full reassurance to all that, whatever innovations the New Frontier may eventually unveil, the long-standing fiscal policy of the Federal Government will not be disturbed. And though the anticipated \$6.9 billion deficit will fall short of the peacetime record of \$12.4 billion achieved by the Eisenhower Administration three years ago, there is the offsetting realization that (a) the \$89 billion in total spending will constitute a record for a peacetime year, and that (b) the Kennedy Administration, after all, is only starting out. There is no valid reason, at this early date, to doubt that President Kennedy will match the record of his distinguished predecessor, who consistently, during eight years in office, requested more money from Congress to run the Federal Government each year than he requested the year before.

There are cogent reasons, to be sure, why this consistency in fiscal policy can be so confidently relied upon by all those who miss Harry or Ike or whomever. One is that there are certain experiences which are shared so intimately by our leaders year after year-such as the Farm Program. Now there is a hardy perennial of politics that transcends all partisanshipand all understanding, too. Those who miss Ike should derive solace from the fact that President Kennedy is giving every indication of achieving the same dazzling futility that characterized the administration of his predecessor. The current billion-dollar fiasco involved paying the farmers in cash for reducing their corn acreage by 20 per cent. The farmers complied, of course, but with the added income they bought more fertilizer and more machinery, and planted the rows closer together, with the result that they are producing far more corn than was contemplated. This little program will thus cost the Government almost twice as much as would have been the case if the surplus corn had simply been bought and burned. So who can miss Ike - or Harry either, for that matter - with the farm problem still so brilliantly in hand?

Then, of course, there is Foreign Policy. Since the early months of his first term President Eisenhower was admired

A new performance of an old refrain: Political problems have a way of transcending party lines.

for his sincerity and patriotism, but was criticized for the lack of dynamic leadership. Now President Kennedy is being admired for his sincerity and patriotism, but is being criticized for the lack of dynamic leadership. It is an old and familiar story. If there is any one lesson that was learned years ago by the seasoned political denizens of this Capital City it is that issues transcend personalities, that grave problems at home and abroad are mutually disrespectful of all who seek to solve them, and that partisanship is largely the invention of political expediency. Whatever the differences that may have characterized the Great Crusade and the New Frontier, they tend to become obscured by time, and perhaps they were mostly gossamer in the first place, symbolized more by the conveyances used than by the banners waved. President Eisenhower happened to set forth on an elephant, and President Kennedy on a donkey-which, for the record, is neither a horse nor a tricycle.



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DALLAS POWER & LIGHT COMPANY

The Challenges of Greatness

Twelve Dallas business and civic leaders will present their views on how Dallas can respond to the challenges of greatness at the 1961 Annual Dinner of the Dallas Chamber of Commerce, to be held Tuesday, December 5, at the Statler Hilton Hotel.

In the tradition of the Dallas Chamber, the dinner will begin at 6 p.m., and will be concluded before 9 p.m. The event is informal, and ladies are invited, according to Chamber President Avery Mays. Tickets may be ordered from the Chamber at \$5.75 each.

Taking part in the dramatized program will be Dallas Mayor Earle Cabell, Mr. Mays, Ben Carpenter, James Ling, Erik Jonsson, Ray Hubbard, Dr. James Gill, Lee Starr, Leo Corrigan Sr., Stanley Marcus, Dr. Willis Tate and Dr. Lloyd Berkner.

They will consider the challenges facing Dallas today and how the city can make its "breakthrough to greatness," according to Mr. Mays. "This is a crucial time in our city's history," he said. "Dallas today is in one of its great growth cycles. We must seek a sense of direction as Dallas moves ahead. We must make certain that our future holds not

a gradual slowdown but this dramatic breakthrough to greatness."

Marvin Davison, a Chamber director, is chairman of the Special Planning Committee for this year's meeting. Serving with him on the committee are Robert S. Cullum, Aubrey Costa, Fred Detweiler and Mr. Starr.

This will be the final meeting for the 1961 Board of Directors of the Chamber. To be seated at the head table, they are James W. Aston, Henry C. Beck, Jr., Lloyd S. Bowles, Mr. Costa, Mr. Cullum, Mr. Detweiler, Mr. Davison, J. D. Francis, Dr. Gill, E. B. Germany, S. T. Harris, H. L. Nichols, W. W. Overton, Jr., Elgin B. Robertson, Sr., L. T. Potter, Charles A. Sammons, Mr. Starr, John W. Stemmons, Harry J. Strief, Jr., C. A. Tatum and L. H. True.

The seven new directors, now being elected by the Membership, will be announced at the dinner. Retiring directors are Mr. Costa, Mr. Davison, Dr. Gill, Mr. Nichols, Mr. Potter, Mr. Sammons, Mr. Tatum and Mr. True.

In other business at the meeting, Life Memberships in the Chamber will be presented to Asher Dreyfus, who will receive his second award, Dale Reynolds, George Richie and T. J. Collette, Jr. To earn a Life Membership, a person must sponsor 100 or more members in a 12-month period.



Airlanes make Dallas a port and a center for world trade.

Let ThA

"As an inland city, let the air be our ocean and let the influence of this city enlarge itself, carried upon the wings of the planes that already write across our skies the story of a new era of transportation. If the people of Dallas ever blind themselves in the delusion that aviation is just a whim or passing fancy; if they illogically think of airports and airport development as an investment upon which immediate financial returns must be realized; if they refuse to take the long look into the mists of the years ahead, holding before their eyes the curtain of an immediate present; if Dallas fails to hear and heed the instant call of the new day in transportation, then every succeeding year will see our position less secure; and future generations which otherwise would enjoy the results of clear thinking and clear vision will realize that we of today were unequal to the tasks imposed and our vision was too narrow to hold within its perspective the more splendid achievements that lie just ahead."

M. J. Norrell before the Rotary Club of Dallas in 1931

Air Be Our Ocean

By Hal Dawson

Dallas today is a port city, and it can be expected to grow in importance in this field in the coming years. The ocean on which Dallas is an international port lies above us, and our sailing vessels are the great jet transport planes. The coast line need no longer be the nation's trading frontier, for planes flying far overhead can make ports of inland cities.

This has happened in Dallas.

Throughout the history of Dallas, transportation has been the keystone of its economy. Lacking the natural resources that blessed other cities, Dallas was forced to furnish its own resources before it could grow—and one of the most important of these was transportation. The first wagon trails, the pioneer railroads, the early highways...all were brought through Dallas—and not by accident. Community leaders recognized at an early date the importance of transportation and continually worked to make certain Dallas enjoyed the advantages of the finest transportation available.

Today, Dallas is still looking to transportation, but for an additional reason. It is transportation—jet-age transportation, huge planes traveling near the speed of sound—that holds out the promise that Dallas can become a major center for international trade.

Here, too, Dallas lacks natural resources. We have no natural harbor. We stand at no international crossroads.

But Dallas is one of the great air transportation centers of the world; Dallas is one of the great market centers of the Western Hemisphere; Dallas is steadily growing in importance as a manufacturing center. For these reasons and many others, the future appears bright for Dallas' continuing growth as a center of international trade.

From the earliest days of air transportation, Dallas business and civic leaders realized that Dallas must be the leading city in the Southwest in this field if it was to grow and prosper. The efforts of these leaders, continuing even today, are legend in Dallas, and their success can be seen throughout the area. Indeed, excellent air services available at Dallas are a key reason for the tremendous postwar growth of this entire North Texas area.

Thirty years ago M. J. Norrell, a former manager of the Dallas Chamber of Commerce, uttered the prophetic challenge above, and it is as true today as it was then. In Dallas we must truly "let the air be our ocean" if we are to achieve greatness as a world trade center.

World Trade Growt

World trade is assuming larger importance in Dallas' total business picture. Dallas is becoming more conscious of the importance of world trade and gearing itself for world trade expansion. Substantial results have been achieved during the past year by Dallas Chamber of Commerce world trade promotion.

In August 1960, DALLAS Magazine published its first world trade issue. This issue pointed up Dallas' growing facilities for world trade and the growing number of Dallas industries expanding into the world trade picture. This second world trade issue rounding up Dallas jet-age transport facilities, its steamship lines and other facets of world commerce reflects the steady growth of Dallas as a center of world trade and travel.

The foundations of Dallas world trade can be traced back to two primary Texas industries, cotton and oil. Dallas steamship line offices are centered largely in the Cotton Exchange. The Murray Co. of Texas has been exporting cotton gin machinery for more than a half-century. The growth of Dallas as an oil center has brought about expanding export activity in oil tools and geophysical equipment. Dallas drilling and production firms operate over the entire free world.

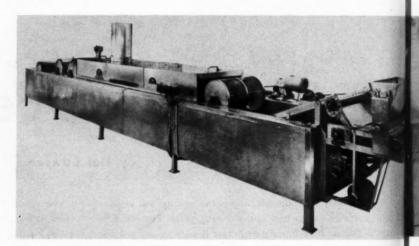
A slant on the importance of export business in Texas' and Dallas' economy is provided in a recent release by the United States-Japan Trade Council. In 1960 Texas led the nation in sales to Japan, exporting \$128 million out of a U. S. total of \$1.3 billion. Cotton was the top export at \$66.4 million and petroleum came next with sales of \$17.5 million.

While oil and cotton have been instrumental in building basic world trade facilities in banking, transport and commerce, industries such as electronics and other specialized Dallas industries have been expanding into foreign markets. Dallas' growth as a distribution and retail center has expanded its import picture. Its air connections to all parts of the world have made Dallas the prime point-of-origin for world travelers in the Southwest.

This trend is reflected in growth in numbers and size of Dallas travel agents. American Express Co. and Thos. Cook & Son, Inc. maintain large offices in Dallas. Some 20 travel agents in Dallas, both national and local organizations, include such firms as Warren-Hoyt Travel Agents, Inc. in the Southland Center. A recent import travel development is the establishment of an international salesdomestic tours department by Continental Trailways promoting and selling travel in the United States. This division operates

clients as Texas Instruments and Dresser Industries, also operates on a world-wide scale. The Baxter organization places material direct from Dallas and the firm utilizes affiliate channels where on-the-spot service is needed.

Will C. Grant of Dallas, founder of Grant Advertising, Inc., which originated in Dallas, was one of the pioneers in expanding agency service internationally. The Grant network now has more foreign than domestic offices and their operations extend to virtually all parts of the world.



This automatic corn chip cooker is typical of corn chip and potato chip machine manufactured by AM Machinery Company and exported to many parts of the wor

through 2,000 selling agents in foreign countries. Greyhound Bus Lines also have an extensive business development program operating in Europe and other parts of the world.

Dallas also reflects the trend of advertising toward international expansion. Russ Jurgens, executive vice president of the McCarty Company of Texas, recently announced the affiliation of the McCarty Company with Daiko Advertising, Inc., one of the largest agencies in Japan. This affiliation will provide marketing, counseling, advertising, merchandising and public relations service for clients through the 33 Daiko offices located in Tokyo and other parts of Japan.

Don L. Baxter, Inc., advertising and public relations agency serving such

Interest of the business community in foreign languages also reflects the growth of world trade in Dallas. The Dallas office of the Berlitz Schools, founded in 1958, is now the twentieth in volume of business out of 34 schools including Mexico City, Montreal and San Juan, Puerto Rico. Berlitz caters to individuals and companies with employees traveling to foreign countries who must have a knowledge of the local language. Many companies send entire families to Berlitz to learn the language of the country to which they are being transferred.

The stature of Dallas as an import distribution center shows up in the 100,000-square-foot showrooms and warehouse of the New York Merchandise Co. at 1717 Irving Boulevard. With facilities to handle

eight railroad cars at one time, this firm funnels in merchandise from all parts of the globe for distribution in Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Here one can see tons of Christmas ornaments from Europe being unloaded, followed by carloads of rubber sandals from the Orient and then tons of brassware from India. With headquarters in New York City, this firm maintains warehouses in all ports of entry in the United States and other showrooms and warehouses in Los Angeles and Portland, Oregon.

Export packaging is another phase of Dallas export service developed over the past 18 years by Joe S. Truitt Co. This firm has developed equipment and techniques to cope with export packaging of everything from minute electronic components to heavy equipment weighing over 200,000 pounds.

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On January 15, 1961 the name of Joe

Inc., Export Sales Corp., Fidel J. Gonzalez Jr., Duce International Corp., Du-Val Industrial Foreign Trade Corp. and Marble International, Inc., importers of marble, granite, bronze art and statuary.

Commercial Metals Co. is another Dallas firm with world-wide operations. This firm exports scrap iron and metal to all parts of the free world and maintains branches or affiliations in Mexico, Amsterdam, Tokyo and Formosa.

A recent survey conducted by the World Trade Department of the Dallas Chamber of Commerce shows some of the foregoing firms and a wide variety of other Dallas industrial organizations moving into the world trade picture. Some of these have been in this field for decades. Many others, relatively new industries, are just getting into the export business.

Sutton, Steele & Steele, Inc., a pioneer Dallas firm formerly engaged in manu-



Production section of Daiko Advertising Co., Inc. affiliated with McCarty Co. of Texas. Japanese agencies do majority of their own photograph typesetting.



Daiko counterpart of American ad agency "Planning Board." This agency has 33 offices in major Japanese cities.



Ralph Plumlee, right, president of Weben Industries, Dallas manufacturers of special equipment in the coin-operated laundry field, supervises first shipment to Italy.



Arthur Dominus, left, manager of New York Merchandise Co., checks new imports in this firm's vast Dallas warehouse.

S. Truitt Co. became Truitt Packaging & Export Co. On this date, Colonel Frank L. Holmes, USAF (Ret) became an associate and vice president of this firm. This company has grown from a small 1250-square-foot galvanized iron garage building to their present 80,000-square-foot plant at 2713 Canton with special export packing equipment.

World trade growth in Dallas is also reflected in the operations of American International Underwriters Corporation, with world-wide insurance service, and in the development of Raoul International Warehousing, a custom bonded warehouse with complete service including repacking and reshipping, and in the growth of export-import organizations such as Santaclara Corp., Cadwaller-Cochran,

facturing mining machinery, now is exporting agricultural and industrial separation machinery to Latin America. AM Machinery Co., a specialized food machinery firm producing potato chip and corn chip equipment, exports approximately 40 per cent of its production to countries outside the United States.

Monkey Grip Sales Co. has a large export business in specialized rubber products. Storm-Vulcan Co., manufacturers of automotive engine rebuilding equipment, exports to all parts of the free world.

John E. Mitchell Co. manufactures specialized cotton extracting-drying equipment that is exported exclusively through

(Continued on page 56)



Colonel Frank Holmes, left, checks out packing of Dallas-made electronic gear equipment at Truitt Packing & Export.

Southwest Center for World Transportation

STEAMSHIP COMPANIES REPRESENTED IN DALLAS

Dallas Agent

Lines Represented

ALEXANDER SHIPPING CO. — Cunard Line, Scandinavian American Line, States Line, Central Gulf Line, Malaya Indonesia Line, Fred Olsen Line.

BIEHL AND CO. — Baron lion Line, Fern-Ville Far East Line, Gulf West Africa Line, Hamburg-American German Line, North German Lloyd German Line, Ozean Stinnes German Line, Scindia Steam Nav. Co., Mamenic Line, Nopal Line; Sidarma Line.

E. S. BINNINGS, INC. — C.T.O. Line, Grancolombiana, French Line, O.S.K. Line, Hansa Line, Ciemsa Maritaimos.

DALTON STEAMSHIP CO. — N.Y.K., Coldemar Line, Concordia Line, Cubamar Line, Polish Ocean Line, Italnavi, Kvarnerska Plovidba Line, Cargo Transport Corp.

FOWLER & McVITIE, INC. — Fern-Ville Mediterranean Line, Insco Line, Maresk.

HANSEN & TIDEMANN, INC. — Corporation Peruana de Vapores S.A., Deppe Lines, Hellenic Lines, Surinam Navigation Co., Mitsubishi Line, South African Marine Corp., Inter-Ocean Line.

LebLANC-PARR, INC. — Sabre Line, Harrison Line, Daido Line, Hanseatic-Vaasa Line

LYKES BROS. STEAMSHIP CO., INC. — Delta Line, American President, Gulf and S. America Steamship Co., American Pioneer-United States, Lykes-African Line, Lykes-Caribbean Line, Lykes-Continent Line, Lykes-Mediterranean Line, Lykes-Orient Line, Lykes-United Kingdom Line, Lykes-West Indies.

NITTO LINE - Nitto Line.

RICE KERR AND CO., INC. — Hoegh Line, Furness Line, "K" Line, Manchester Line, Lloyd Brasiliero, Nervion Line, West Coast Line.

SEA-LAND SERVICE, INC. — Sea Land Service.

STATES MARINE-ISTHMIAN AGENCY INC. — States Marine Line, Isthmian Line, Bloomfield Steamship Co., Matson Line.

STRACHAN SHIPPING CO.—Bank Line Ltd., Royal Netherlands Line, Chilean Line, Dodero Line, W. Wilhelmsen/Swedish American Nedlloyd Line, Swedish American Line-Canadian Mitsui Line, Smith and Johnson-Mexican Line, Zim-Isreal American Lines, Java Pacific & Hoegh West Coast.

FOREIGN AIRLINES WITH DALLAS DISTRICT OFFICES

Name of Airline	Area Served from Dallas
Air France	North Texas, Oklahoma.
British Overseas Airways Corp.	North Texas, Arkansas, Louisiana, Mississippi, Oklahoma.
Air India	Texas, Arkansas, Louisiana, Oklahoma.
†Alitalia Airlines	North Texas, New Mexico, Oklahoma.
Canadian Pacific Airlines	Texas, North Louisiana.
*Irish International Airlines	Texas, Alabama, Arkansas, Florida, Louisiana, New Mexico, Oklahoma.
Japan Air Lines	Texas, Arkansas, Oklahoma.
KLM Royal Dutch Airlines	North Texas, Oklahoma, Part of Kansas.
†Lufthansa German Airlines	Texas, Arkansas, Louisiana, Mississippi, Oklahoma, West Tennessee.
Mexicana Airlines	Texas, Arkansas, Kansas, Oklahoma.
†Sabena Belgian World Airlines	Texas, Arkansas, Louisiana, Mississippi, Oklahoma, Tennessee.
‡Scandinavian Airlines System	North Texas, Arkansas, Oklahoma.
†Swissair	Texas, Arkansas, Louisiana.
Trans-Canada Air Lines	Texas, Arkansas, Louisiana, Oklahoma, Republic of Mexico.
Varig Airlines	Texas, Oklahoma, Arkansas.

†Representatives in other Southwestern cities report to Dallas District Office

‡Sales representative only in Dallas, no District Office

*Office opens in 1962

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Steadily growing importance of Dallas in international trade can be seen from the wide range of transportation services available in the area, services offered by companies with no direct transportation connections with Dallas.

The best examples of such companies are shown in the charts accompanying this article which list the steamship companies represented by Dallas agencies and the foreign flag airlines with Dallas district offices.

Dallas is unquestionably the leader of the entire South and Southwest in air transportation. Although only one foreign flag carrier provides service to the city, more than a dozen others have offices here. This is more than any other Southwestern city and can be surpassed only by such international centers as New York, San Francisco, Los Angeles, Miami and Chicago.

These foreign carriers recognize Dallas as the business capital of this huge region, and they know that the international business is centered in this area.

In addition to these foreign flag car-

riers, Dallas Love Field is served by four United States airlines which also serve areas outside the United States. American Airlines has just begun service between Dallas and Mexico City with jet equipment. American pioneered the service between Dallas and Mexico, and in September, 1942, inaugurated the first through-plane service linking Dallas with the Mexican capital.

Dallas' home-based Braniff International Airways operates an extensive world network from its Dallas offices, offering service not only in Mexico but throughout South America. Delta Air Lines and Eastern Airlines also serve areas outside the United States.

Only foreign flag carrier now providing service to Dallas is Mexicana Airlines, which flies from Dallas to Monterrey and Mexico City.

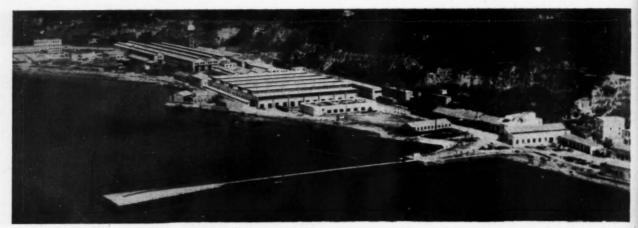
In addition to the foreign lines with offices in Dallas, Pan American World Airways has maintained a Dallas district office for many years, as have Trans World Airlines, Northwest Orient Airlines and United Air Lines. These are all

lines that do not offer scheduled airline service from Dallas Love Field but that operate full-time Dallas offices and fly outside the Continental United States.

It is significant that 14 foreign airlines consider it profitable to maintain Dallas offices and the fifteenth has a representative. Most of these cover the entire Southwest, proving that Dallas is recognized in other countries as a world trade center for this area.

The steamship companies represented in Dallas, for the most part, have their roots in Dallas' original agricultural commodity — cotton. Export sales of this crop have made Dallas a center for steamship line agencies, which have been closely connected with the Dallas Cotton Exchange since its founding.

Today, these steamship and air lines have Dallas staffs to help local businessmen in their world trade problems. With extensive communications systems that reach to all parts of the globe, they play an important role in the growth of Dallas as a center of international trade.



Navalmeccanica plant of Continental-Emsco in Naples, Italy.

Dallas

WORLD OIL CAPITAL

By Jean Thompson

DALLAS

and oil are two words that are synonomous and internationally understood. Because anywhere, which is almost everywhere, oil is found in the world, there Dallas is too, represented by oil companies who operate from offices in the world oil capital. Top names such as Sun Oil Company, Atlantic Refining Company, Hunt Oil Company and others on the world-wide oil roster highlight Dallas' leadership in the industry. As the nation's leading home office city for oil companies, Dallas is one of the world's major centers for oil operation and financing and one of the major world centers for the manufacture and distribution of oil equipment and supplies.

Core Laboratories, Inc.

Core Laboratories, Inc., Dallas-based petroleum reservoir engineering firm presently observing its 25th year of operation, has foreign facilities in Calgary, Edmonton, Regina, Bogota, Buenos Aires, Fyzabad, Maracaibo, Port-of-Spain, Tripoli, Algiers and Paris.

Core President John Wisenbaker states that, "with domestic oil and gas operations settling into a sound, but relatively A Geophysical Service Inc. seismography crew loads a shot hole in Saudi Arabia.



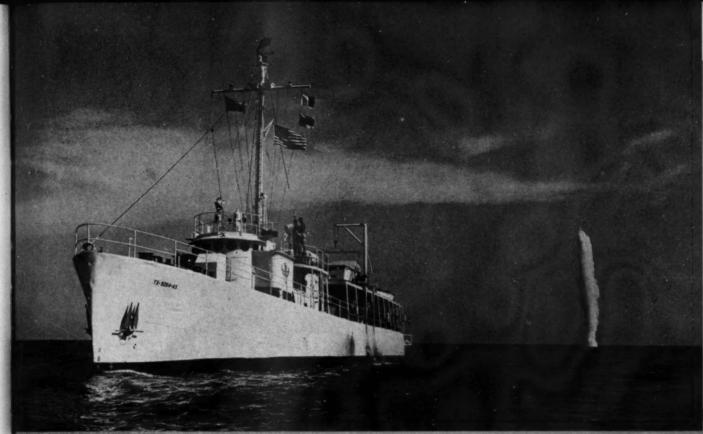
less spectacular growth curve, we find ourselves becoming more and more involved in foreign operations. Hardly a day passes that we do not have a visitor or client from outside the United States in our Dallas office. And for at least six or seven Core Lab employees to be enroute to or from overseas assignments has become an accepted part of our daily routine."

Continued expansion of the company's foreign operations will be largely in the

field of engineering and consulting work—utilizing the firm's vast electronic data processing and computing center. Regarding the latter department, Core Lab will accept delivery of the fourth non-government installation of IBM's 1410 Data Processing System early in 1962.

Dresser Industries

Equipment manufactured by an extensive network of licensees in virtually every important industrial country constitutes a significant and growing portion of the



GSI's newest exploration vessel, the 400-ton TEXIN, is the industry's most versatile seismic ship. Its sea-going capabilities permit travel to any marine area of interest, where the TEXIN arrives equipped, supplied and ready for an extensive offshore program. Auxiliary jet-engine launches project the TEXIN's data-gathering operations into water no deeper than 18 inches.

sales and earnings of Dresser Industries, Inc. Total foreign business including that manufactured by Dresser's licensees amounts to about one-third of the company's over-all operations.

Nearly every one of the 13 companies of Dresser Industries has equipment on the job throughout the world. Clark 302 gas turbines have recently been installed in a new plant in the Ain Dar gas field of Saudi Arabia. SIE equipment is in use studying subterranean formation in the Colombian jungles. Ideco H-40 Dual-Rambler drilling rigs with 111-foot Kwiklift masts are in operation at the Nuova-Pignone plant in Florence, Italy. Precision-engineered pumps made by Pacific's British licensee are in service at England's Coryton refinery. Magcobar, which produces essential bariet weighting material, has foreign mining operations in Greece.

Geophysical Service, Inc.

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In 1930, Geophysical Service Inc. was formed as the first independent geophysical contracting firm specializing in the reflection seismic method of geophysical exploration for petroleum and other minerals. Since then, GSI field parties have carried their client's oil search to 34 countries outside the continental limits of the United States.

The geophysical industry was in its in-

fancy in 1930 and all GSI's seismic instruments were designed and built by the firm's own engineering staff. This unique setup for designing and manufacturing electronic instruments put GSI in a good position to assist the government during World War II. At the close of the war GSI continued to handle government contracts and in 1951, manufacturing activities had increased to the point where the company was reorganized to provide more fully for the needs of the government and individual clients.

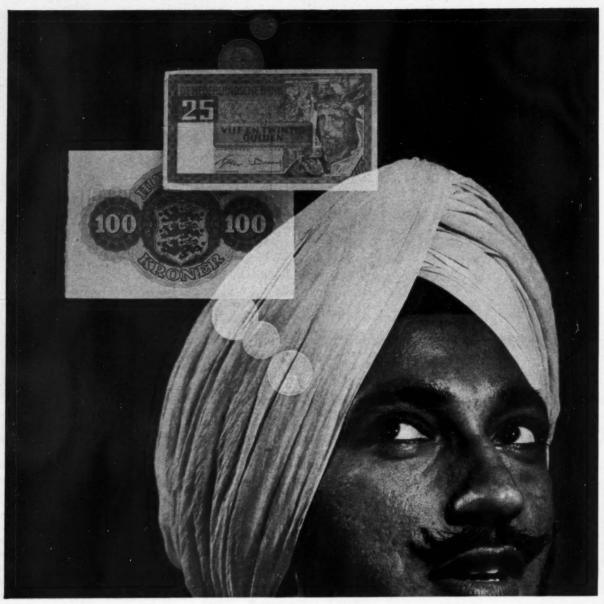
In that year Texas Instruments was formed as the parent company and GSI

became a wholly-owned subsidiary whose sole function was geophysical exploration. GSI now forms a part of the Geosciences & Instrumentation Division of Texas Instruments.

GSI now has 26 operations overseas — in South America, Africa, Libya (where its heaviest operations are currently underway), the Middle East and Australia. In addition, the company has marine seismic vessels engaged in offshore exploration in the Mediterranean, the Straits of Magellan in South America and the Persian Gulf.

(Continued on page 74)





money talks...many languages

... and Republic is the bank to help you "translate" international business opportunities into American dollars!
With its full-time staff of international specialists, and a network of correspondent banks which pinpoint every major Free World trade center on the map, Republic is fluent in the language of global commerce—ready to provide you with "plain English" on any question of foreign credit, investments, export-import finance, letters of credit and general economic conditions.
There may be money abroad awaiting your initiative and enterprise. And when money talks—in an unfamiliar tongue—let Republic act as your interpreter!

"MY BANK"... to businessmen everywhere!



OF DALLAS



REPUBLIC NATIONAL BANK

CAPITAL AND SURPLUS LARGEST IN THE SOUTH . MEMBER F.D.I.C.

Electronics Go International

As Dallas has grown in importance as a manufacturing center in the rapidly developing electronics/aerospace industry, it has also gained in prominence as an international center in these fields. Increasingly, operations spread over the globe look to Dallas for leadership.

Texas Instruments Incorporated operates a worldwide organization from its Dallas headquarters. With plants in England, France, the Netherlands, Italy, Argentina, Mexico and Australia, this firm provides the best example of a Dallas-headquartered firm whose operations circle the globe.

TI plants in England and France manufacture semiconductor devices, with the others producing clad metals and control devices. In addition, products manufactured in Dallas and other United States plants of this company are exported to almost all countries of the Free World.

Another phase of the TI story, the activities of Geophysical Services Inc. in the worldwide search for petroleum, is outlined in another article in this issue.

Collins Radio Company maintains the headquarters for its International Division in Dallas. This firm, which offers electronic sales and services throughout the Free World, operates plants in England, France, Australia, Germany and Canada.

Among the American-made goods exported by Collins are electronic airborne, navigation and communications apparatus, ground point-to-point and air-to-ground equipment. In addition to the foreign plants, Collins sales offices are located in Switzerland, Lebanon and Japan.

Varo, Inc., of Garland, does a large export business to Germany, shipping power conversion units. This firm also has a German sales agent, Atlas Werke.

The Ling-Temco-Vought organization also does extensive international business. Continental Electronics has been par-

ticularly active in manufacturing radio equipment for sale in foreign lands. The Electron Corporation exports to Latin America, Europe and Africa.

Atlantis Electronics Corporation of Garland exports to France, England, Germany, Italy and Canada. They have sold electronic test equipment and metal fabrication.

Electronic Equipment Engineering Inc. has exported aviation radio control and flight instrument equipment to Europe, the Middle East and the Far East.

The Geotechnical Corporation of Garland sells earthquake seismographs and instruments to nations all over the earth outside the Iron Curtain and has shipped such equipment to the North and South Poles.

Many of these companies are also involved in work for the U. S. Government which takes them far away from the limits of the Continental U. S. Ling-Temco-Vought recently announced its receipt of a \$7.6 million contract to its Range Systems Division for continued operation and maintenance work for the Pacific Missile Range of the U. S. Navy. This will involve services on Kwajalein Island in the Marshall Island group and Kauai Island of the Hawaiian group.

Continental Electronics has won the Navy competition to design a radio communications transmitter for fleet communications in the Pacific. To be located in Australia, it will be similar to the Navy's most powerful radio station, a 2-millionwatt facility in Maine, for which Continental was prime contractor.

Aggressive Dallas salesmen in the electronics field are carrying the message of Dallas manufacturing know-how and techniques throughout the world, and Dallas is steadily growing in importance as an international manufacturer.

Texas Instruments Limited in Bedford, England.



The Declaration of Independence

Second of a Series (Part II)

He has affected to render the Military independent of and superior to the Civil power.

He has combined with others to subject us to a jurisdiction foreign to our constitution and unacknowledged by our laws; giving his Assent to their Acts of pretended Legislation: For quartering large bodies of armed troops among us: For protecting them by a mock Trial from punishment for any Murders which they should commit on the Inhabitants of these States: For cutting off our Trade with all parts of the world: For imposing Taxes on us without our Consent: For depriving us in many cases of the benefits of Trial by Jury: For transporting us beyond Seas to be tried for pretended offenses: For abolishing the free System of English Laws in a neighbouring Province, establishing therein an Arbitrary government, and enlarging its Boundaries so as to render it at once an example and fit instrument for introducing the same absolute rule into these Colonies: For taking away our Charters, abolishing our most valuable Laws and altering fundamentally the Forms of our Governments: For suspending our own Legislatures and declaring themselves invested with power to legislate for us in all cases whatsoever.

He has abdicated Government here by declaring us out of his Protection and waging War against us. He has plundered our seas, ravished our Coasts, burnt our towns, and destroyed the lives of our people.

He is at this time transporting large Armies of foreign Mercenaries to complete the works of death, desolation and tyranny, already begun with circumstances of cruelty and perfidy scarcely paralleled in the most barbarous ages, and totally unworthy the Head of a civilized nation.

He has constrained our fellow Citizens taken Captive on the high Seas to bear Arms against their Country, to become the executioners of their friends and Brethren, or to fall themselves by their Hands.

He has excited domestic insurrections amongst us, and has endeavoured to bring on the inhabitants of our frontiers, the merciless Indian Savages, whose known rule of warfare is an undistinguished destruction of all ages, sexes and conditions. In every stage of these Oppressions We have Petitioned for Redress in the most humble terms. Our repeated Petitions have been answered only by repeated injury. A Prince, whose character is thus marked by every act which may define a Tyrant, is unfit to be the ruler of a free people. Nor have We been wanting in attention to our British brethren. We have warned them from time to time of attempts by their legislature to extend an unwarrantable jurisdiction over us. We have reminded them of the circumstances of our emigration and settlement here. We have appealed to their native justice and magnanimity, and

we have conjured them by the ties of our common kindred to disavow these usurpations, which would inevitably interrupt our connections and correspondence. They too have been deaf to the voice of justice and of consanguinity. We must, therefore, acquiesce in the necessity, which denounces our Separation, and hold them, as we hold the rest of mankind. Enemies in War, in Peace Friends.

We, therefore, the Representatives of the United States of America, in General Congress, Assembled, appealing to the Supreme Judge of the World for the rectitude of our intentions do, in the Name, and by authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, and of Right ought to be, Free and Independent States: that they are Absolved from all Allegiance to the British Crown, and that all political connection between them and the State of Great Britain is and ought to be totally dissolved; and that as Free and Independent States, they have full Power to levy War, conclude Peace, contract Alliances, establish Commerce, and to do all other Acts and Things which Independent States may of right do. And for the support of this Declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our Lives, our Fortunes, and our sacred Honor.

147 Parkhouse • Riverside 2-9257



MUZAK REG. U.S. PAT. OFF.



Over 15 years of service to more than 400 Dallas Business Concerns



First member of the Dallas Hospitality Corps, Miss Jeanette Bowland, signs a giant replica of the Membership Card as the other two signers, Mayor Earle Cabell and Chamber President Avery Mays, look on.

HOSPITALITY CORPS FORMED

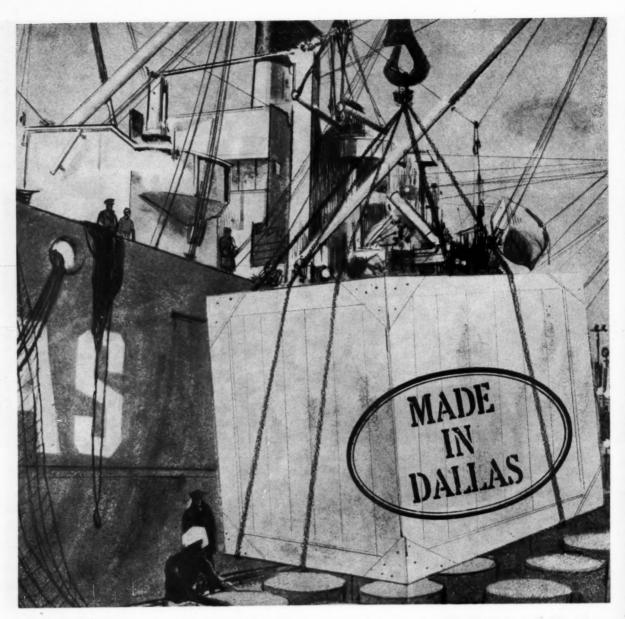


The Dallas Hospitality Corps provides the answers to questions visitors have about Dallas. A joint project of the City of Dallas and the Dallas Chamber of Commerce, the Corps membership has been extended to all Dallas citizens and workers whose daily activities bring them into contact with visitors and guests in the city.

Mayor Earle Cabell and Dallas Chamber of Commerce President Avery Mays have their signatures on the "membership card," with a blank for the member to sign.

This card pledges the members "to extend the traditional Dallas hospitality and courtesy to all visitors and newcomers to Dallas; to inform themselves about Dallas, in order to answer questions of visitors and newcomers; and to use every opportunity to uphold Dallas' reputation for friendliness and hospitality."

The membership card is the first page of a five-page walletsized folder which includes information on Dallas tourist attractions, State Fair Park, the Dallas economic profile and the answers to questions most frequently asked by visitors.



MADE IN DALLAS is an easily understood symbol of quality to businessmen from Paraguay to Pakistan. They've seen it on products ranging from transistors to earth moving equipment. And every day that passes more and more goods made in Dallas are exported to growing world markets.

When your company's growth involves world trade, it's good business to discuss your plans with Texas Bank. Years of association with Dallas firms in international trade have made Texas Bank familiar with the conduct of business on a world wide scale. Texas Bank is proud of its role in helping Dallas business firms expand into international operations.

If you are planning to expand your business, purchase new equipment, build your inventory or seek new markets . . visit Texas Bank for complete counseling and financing. You'll find Texas Bank ready to help you grow.

As the largest state bank in Texas, Texas Bank has facilities geared to growth . . . they know responsible banking.

TOTAL RESOURCES MORE THAN \$100,000,000



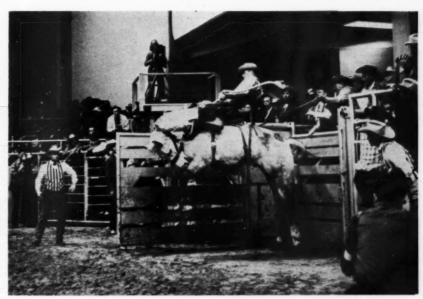
"dynamic growth rooted in responsible banking" TEXAS
BANK
AND TRUST COMPANY OF

DALLAS

RI 8-9141 / Main & Lamar / Dallas, Texas / Member F.D.I.C.



RODEO



A spectacular ride begins at the National Finals as a bronc comes out of the chute bucking his wildest.

Dallas Again Hosts National Finals

The third annual National Finals Rodeo, the spectacular "world series" of the cowboy sport, will be presented December 27 through 31 in the State Fair Livestock Coliseum.

It will be the last time the National Finals will take place in Dallas. Inaugurated here in 1959 by the Rodeo Cowboys Association with the State Fair of Texas as sponsor, the Finals has added lustre to Dallas' reputation as a great sports center. After this year, the Finals will be moved to some other city in line with the desire of the RCA to give every section of the nation an opportunity to see this unique rodeo event.

The National Finals is, of course, a major sports attraction of Cotton Bowl Week in Dallas. The last go-round, where the world championships are established, has been televised nationally for the past two years and will be again this year.

The Finals is like no other rodeo. It's different because competition is limited to only the top rodeo cowboys, who must qualify by their winnings throughout the year at some 500 rodeos approved by the RCA.

Only the top fifteen money-winning cowboys in each of the five standard rodeo events are eligible to compete. A very few of them manage to qualify in more than one event. The five events in which they will compete are saddle bronc riding, bareback riding, bull riding, steer wrestling and calf roping.

Another factor that sets the National Finals apart from other rodeos is the quality of the bucking stock. Not just one stock contractor, but many of them, provide the animals for the Finals. These are the best bucking broncs and bulls in the nation, hand-picked from the strings of every major rodeo string in the U. S. and Canada. They are graded on their performances throughout the year and those that are the toughest and rankest and meanest, bucking would-be riders off consistently, are chosen for the National Finals.

Thus the Finals brings together in spirited competition for the world championships the top cowboys attempting to ride the wildest horses and bulls in all the world of rodeo. The Finals is also the first and only rodeo produced by the Rodeo Cowboys Association itself through its National Finals Rodeo Commission.

Cowboys battle all year to qualify for the National Finals. Many of those who make the Finals will have winnings in the five-figure bracket, even before they start competing for the \$57,500 in prize money to be awarded at the Dallas Finals.

For example, Benny Reynolds of Melrose, Montana, was leading in the competition for the all-around cowboy championship with winnings of \$27,812 as of November 1. Other cowboys leading in the various events as the regular rodeo season leading up to the Finals began to draw to a close were Winston Bruce of Calgary, Canada, with \$18,099 in saddle

bronc riding, Eddy Akridge of Midland, Texas, who had won \$13,493 in bareback riding, Ronnie Rossen of Broadus, Montana, topping the bull riders with \$10,901, James Bynum of Forreston, Texas, with \$13,742 in steer wrestling, and Dean Oliver of Boise, Idaho, who had won \$24,251 to head the list of calf ropers.

There will be eight complete "gorounds" at the National Finals, with all five events featured and all contestants competing at each performance. Gorounds are scheduled at 8 p.m. all five nights December 27-31, with three matinees at 2 p.m. December 29, 30 and 31.

Reserved seat tickets are \$4 and box seats are \$6 for each performance. Tickets are on sale at the State Fair box office, 1315 Elm Street, or can be ordered by mail from National Finals Rodeo, care of State Fair of Texas, P. O. Box 26010, Dallas.

Producer of the National Finals and general manager of the NFR Commission is John Van Cronkhite, who now makes his home in Dallas.



Membership

Two Life Members Named

George Richie and T. J. Collette, Jr., became eligible for Life Memberships Nos. 46 and 47 respectively, by sponsoring 100 Chamber members within 12 consecutive months. Chamber Vice President and Membership Committee Chairman Bob Cullum, stated: "We know that all of the Chamber's members join with our Committee and the Board in saying 'Thank You' to these two fine gentlemen for their concrete job in building Greater Dallas." The Life Memberships will be officially awarded at a later date to be announced. Eleven Life Memberships have been achieved to date in 1961, six were initial Life Memberships and five were repeats. This ties the all-time record for number of Life Memberships set in 1959 and with two months remaining, there is a good possibility of one additional Life Membership.

The Committee sponsored a total of 223 Chamber members for October, bringing their total for the year to 2,080, needing 220 memberships to accomplish the 1961 goal of 2,300 by the date of the Chamber's annual meeting December 5. Taking top honors on individual production was one of the Chamber's most recent Life Members, Dale Reynolds, with 39 memberships.

In the race for the President Avery Mays Trophies, standings for the first three teams remain the same as the September standings. Section No. 5, Double Life Member and Vice Chairman Dawson Sterling retained the No. 1 Trophy; Section No. 8, Double Life Member and Vice Chairman Asher Dreyfus retained



Membership Committee "Sends Off" Colonel Bill Shaw of the 49th Division and Associate Chairman of the Committee. L-R, Jim Henderson, Col. Shaw, Gail Risch and Chairman Bob Cullum.



Jack Hospers holds the "Top Wrangler" trophy; Dale Reynolds the "Top Hand of the Year" award and 1st place Avery Mays trophy, and T. J. Collette, Jr. the "Committeeman of the Month" trophy.



Head Table guests at the November 8th Membership Committee luncheon, are left to right: James W. Layne, Mary An Mitchell, Dan Eddy of the Salvation Army who was guest speaker, Mrs. Iva D. Nichols, Miss Ilene Smith, Mrs. Virgie Rampy, Miss Jean Long, James C. Henderson, Jr., Robert B. Cullum, Mrs. Elizabeth Matthews, Miss Polly Ray, Miss Doris Cox, John J. Hospers, Jerome K. Crossman, Judy Tinney.

the No. 2 Trophy; and the Trophy No. 3 was retained by Double Life Member and Vice Chairman David Locker, Section No. 4

Dale Reynolds took possession of the

"Top Hand of the Year" trophy with a total of 143 memberships sponsored for the year. Representative of the Committee-At-Large, John J. "Jack" Hospers, retained possession for the fourth consecu-



Membership Committeemen and their secretaries on "Secretaries Day," November 8th luncheon. Left to right: Mrs. Janice Walker; Dawson Sterling; Mrs. Norine Smith; Stan Parr; Miss Ruth Spradlin; Bill Craig; Mrs. Lorraine Knight; Miss Frances Hughes; Floyd Martin; Stanley Lindgren; Mrs. Joyce Norris; Barney Rathheim; Mrs. Frances Schuhatter; Mrs. Clementine B. Rathheim; James L. Cauthen; Martha Lemmon; Dale Reynolds; Miss Maxine Varley. Orchids were compliments of Exchange Bank.

Orchid Show at Exchange Park supplied orchids for the ladies on Secretaries' Day membership I uncheon.





New members, I-r, include Allen Whatley, Richard Malone, Thomas J. Farris, Robert B. May, Mrs. C. E. Seal, Forrest Upshaw, Stuart Todd, Bob Sloan.

TOP HANDS...





Committeeman of the Month



T. J. COLLETTE, JR.

tive month of the "Top Wrangler of the

Year" trophy that goes to the top individ-

Chamber of Commerce takes great pleas-

ure in thanking the following veteran

members who this month added to their

investments in Greater Dallas by substan-

The Board of Directors of the Dallas

ual producer of the CAL group.

T. J. Collette, Jr., is a native Dallasite, attended T.C.U., Notre Dame, North Texas State, and graduated from S.M.U. in 1948. He is associated with the business development department of the Mercantile National Bank and has been with that firm for the past 14 years. Mr. Collette is a member of the Knights of Columbus, married, and has two children, ages 8 and 10. He joined the Committee in May of this year, after receiving a Top Hand Award and Top Temporary Worker Trophy during the "One Day" Drive.

Tony earned the title of "Committeeman of the Month" by sponsoring a total of 27 members for the month of October.



DICK INGRAM Chamber of Commerce #8 Award

tially increasing their annual Chamber of

Commerce dues: Alford Refrigerated Warehouses, P. O. Box 5088, Fred F. Alford, (Jack Hospers)

Central Lumber Company, 6121 Maple Ave., J. P. Wilbert (Jack Hospers)

The DeVilbiss Company, 2506 Irving Blvd., W. Clark Spruce (Jack Hospers)

Fishburn Dyeing & Dry Cleaning Co., 3200 Ross, D. R. Slater (Sen. Geo. Parkhouse)

Hopper and Hawkins, Inc., 3023 Knox Street, Grady D. Hopper (Jack Hospers)

Isbell's University of Beauty, 4447 Mc-Kinney, Mayme Isbell Powell (George Richie)

Phil Isley Theatres, 2009½ Jackson, Phil R. Isley (T. J. Collette, Jr.)

Glenn Justice Mortgage Co., Glenn Justice, 1514 Commerce (Dale Reynolds) (Continued on page 43)



Left to right: Mrs. Genelle Mooney; Jack Mynett; Mrs. Jean Long; Asher Dreyfus; Kay Herrin; Pat Henry, Jr.; Mrs. Wilma Lee; Miss Irene Kucera; Tom Owens; Mrs. Neve Starkey; Herby Lee; Miss Ruth Ellen Beard; Floyd Mayse; Mrs. Margorie Mayse; Bill Simpson; Mrs. Ruth Schingeck; Mrs. Ruth Vickery; Tom Finney; Mrs. Evalyn Knox; Mrs. Irene Garland; Fred Garland.



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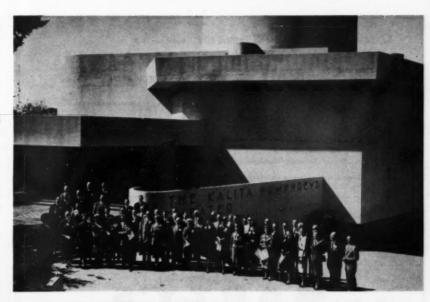
CLARKE & COURTS

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Corporation Presidents' Day

The second annual Corporation Presidents' Day brought 20 company executives to Dallas on October 20 to see just what the city where they maintain branch offices has to offer.

Sponsored by the Dallas Manufacturers & Wholesalers Division of the Chamber of Commerce, in cooperation with the Dallas Clearing House Association and the Chamber of Commerce, Corporation





On the agenda for the top executives was a visit to the Dallas Theater Center, as well as tours of the SMU campus, industrial and residential districts. At noon they were guests for a luncheon at the Dallas Garden Center on the fairgrounds and also attended the Fair.

Presidents' Day was held for the first time last year and drew wide acclaim from industrial leaders who attended.

Those attending this year included T. P. Bartels, Republic Carloading & Distributing Co., New York; M. Richard Boyer, Anken Chemical & Film Company, Newton, N. J.; John Box, Balaban Stations, St. Louis; Clint V. Cox, Jr., Warehouse Markets, Tulsa; F. L. Bryant, Hooker Chemical Corp., New York; John Jackson, Remington Rand, New York; Keith Kahle, Central Airlines, Fort Worth; J. Fred Krost, Telex-Aemco Division, Mankato, Minn.; Herman Lay, Frito-Lay, Chamblee, Ga.; V. H. Leichliter, American Steel & Wire Division of U. S. Steel Co., Cleveland; M. A. Matthews, Carnation Co., Los Angeles; S. A. Moncrief, Moncrief-Lenoir Co., Houston; Carloss Morris, Stewart Title Guaranty Co., Houston; M. E. Morrow, Midwestern Instruments, Tulsa; E. J. Mosher, Mosher Steel Co., Houston; R. E. Mc-Kaughan, Trans-Texas Airways, Houston; Julian Prade, Lytle Corp., Albuquerque; R. G. Rydin, Atchison, Topeka and Santa Fe, Chicago; T. Mackin Sexton, John Sexton & Co., Chicago, and Frank Warren, Westamerica Securities, Emporia, Kansas.

Chamber President Avery Mays and Miss Downtown Dallas Jeanette Bowland "crown" one of the out-of-town visitors with a complimentary Texas hat.

Corporation leaders saw a panoramic view of the city from the observation deck of Southland Center.





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NEWS SPOTLIGHT

Dallasite to Command AF Reserve Squadron. Lt. Colonel A. A. Helfand, a certified public accountant in civilian life, has been named commander of the newly-formed 9405th Air Force Reserve Recovery Squadron which held its initial briefing at the Dallas Naval Air Station.

The mission of the new squadron is to provide recovery assistance for the Air Force throughout the nation in the event of attack. Its primary job will be to provide safe landing sites for Air Force and allied aircraft returning from missions as well as turn-around points for continued missions, evacuation and radiological survey.

E. M. Kahn Celebrates Ninetieth Anniversary. In 1871, 28 years after John Neely Bryan built the first log cabin on the banks of the Trinity River, Emmanuel Meyer Kahn came to Dallas. Soon afterwards he opened his store on the town square near Houston and Main.

Through the years, the first store, which in 1874 had moved to Elm and Lamar, grew from a 25-foot front on Elm to frontage on three streets. In 1952, the Uptown Store for Men at 1604 Main and the Wynnewood Oak Cliff suburban store were opened.

In 1955, Kahn's added another suburban — the Inwood Village store. And the most recent suburban facility was opened in Plymouth Park, Irving, in the fall of 1959.

From the beginning, E. M. Kahn & Company has been owned by the family of its founder. The president on its ninetieth anniversary is a grandson — Eugene Kahn Sanger.

Alford Marks 25th Year. This month marks the silver anniversary of Alford Refrigerated Warehouses. Now the largest refrigerated warehouse in the entire world, the Alford plant as 318 Cadiz will soon cover 30 acres.

Twenty-five years ago, Fred Alford was a CPA and one of his clients was a near - bankrupt cold storage firm. The business was debt-ridden and it appeared that this firm had anything but a bright business future.

Against the advice of friends and coldstorage experts, Fred Alford took this firm over. From a small beginning at 1307 Broom Street, Fred Alford began an intensive study of the warehouse business. The rest is Dallas business history. Fred Alford introduced operating and construction innovations that have made his operation perhaps the most efficient and economical in the nation.

News Spotlight-

Core Lab Observes 25th Anniversary. Core Laboratories, Inc., Dallas-based petroleum reservoir engineering firm, is rounding out its twenty-fifth year of operation.

Core Lab was founded in 1936 as the first commercial organization to specialize in evaluating samples of rock and sand cored from probable reservoirs during oil and gas exploration. From a modest twoman laboratory in the old Santa Fe Annex, the firm has reached international status with facilities in every petroleumproducing area in the free world. General offices, engineering-consulting-evaluating, electronic data processing, research, special laboratories, field equipment maintenance and modification, and purchasing and shipping department, are located in their new 45,000-square-foot building at 7501 Stemmons Freeway in the Empire Central Area. Today, the firm employs approximately 400 people.

President of Core Laboratories is John D. Wisenbaker. He graduated from SMU in 1939, joined the firm as a field engineer the same year, and was elected president in 1950.

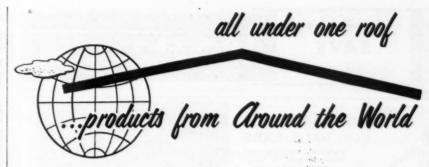
VERY MUCH ALIVE

Jas. D. Fowler, vice president of Koch & Fowler and Grafe, Inc. of Dallas, is pictured below, supervising work on \$750,000 sewage disposal project for the city of Sherman.

Mr. Fowler was referred to as somewhat less than alive in October 1960 DALLAS Pioneers.

DALLAS is very glad to report that Mr. Fowler is "very much alive," supervising engineering projects for his firm which he and Oscar Koch founded in Dallas in 1914.





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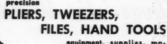


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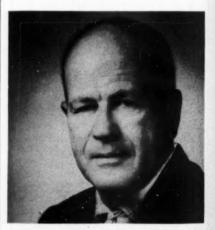
CLUBS and ASSOCIATIONS



Oilwell Servicing Contractors Name DeuPree. Charles Lamar Deu-Pree has been appointed executive secretary of the Association of Oilwell Servicing Contractors.

Mr. DeuPree is familiar with many phases of the oil world and has had extensive experience in sales and management work.

The AOSC is a national association of contractors who service oil and gas wells throughout the United States. National headquarters are at Dallas.



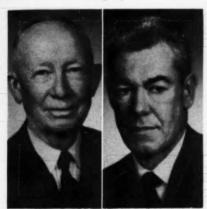
Jackman to Head Engineers Club. Mark Jackman, chief engineer for the Bert Fields oil interest, has been chosen president of the Engineers Club of Dallas for the 1961-62 club year.

Other officers chosen were George Monkhouse of James A. Lewis Engineering, vice president; Ervin Cruce of Peat, Marwick, Mitchell and Company, secretary, and Leo Patterson of the First National Bank, treasurer.

George Terry of Century Blueprint

Clubs and Associations-

Company was elected chairman of the board of the 800-member club, now in its twelfth year of existence. Other directors include Virgil Harris of Producing Propperties, Inc., Ben Heald of A. O. Smith Corporation, and Austen Hargrave of Lone Star Gas Company.



RENICK

PEYTON

Real Estate Board Promotes Renick and Peyton. William J. Renick, Dallas Real Estate Board executive secretary for 17 years, has been elevated to executive director and given staff responsibility for an expanding membership development program.

Ernest Peyton, assistant executive secretary for the past year, has been named executive secretary.

These promotions were made along with the official installation of Lawrence Miller, Jr., as the fortieth president of the 1,200-member Dallas Real Estate Board during ceremonies at the Sheraton-Dallas Hotel.

Frey and Mittenthal Named to Bankers Group Offices. Jerry B. Frey, Jr., president of the Jerry Frey Mortgage Company, has been elected a regional vice president of the Mortgage Bankers Association of America.

M. J. Mittenthal, president of N. E. Mittenthal & Son, Inc., has been named an association governor of the Association representing Region 10, and also appointed to the chairmanship of the national group's Educational Committee.

Both Mr. Frey and Mr. Mittenthal are members of the Dallas Mortgage Bankers Association.



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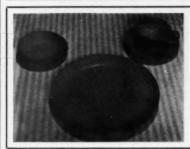
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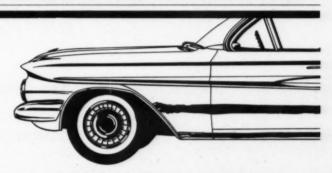
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KEY TO DALLAS

PUBLISHED ANNUALLY BY THE DALLAS CHAMBER OF COMMERCE

CHILDREN'S MEDICAL CENTER

\$2½ Million Needed for Structure to be Built In Southwestern Medical School Complex

"God gives them life . . . we must help protect His gift"—the theme of the \$2,500,000 building campaign of Children's Medical Center—is the true role the Center plays in our community.

Children's Medical Center is an institution with doctors, nurses and personnel, plus hundreds of volunteers — all dedicated to the health and medical care of children.

Hundreds of thousands of children—from all walks of life—have experienced the "tender loving care" exhibited by the Center as a result of its highly integrated programs of teaching, research and patient care.

Children's Medical Center was incorporated in 1948 as the administrative body to coordinate and direct the activities of the four individual units, three of which are in adjoining buildings and the fourth is a block distant and across a busy thoroughfare.

Bradford Memorial Hospital for Babies was established in 1913. Dallas Graduate Nurses' Baby Camp and Hospital started in a tent on the grounds of Parkland Hospital. In 1929, T. L. Bradford, Sr., in memory of his wife and daughters, gave the funds for the present building located at 3512 Maple.

Richmond Freeman Memorial Clinic, established in 1921, was founded as Presbyterian Clinic in the basement of the First Presbyterian Church. In 1923, P. R. Freeman gave the funds for the present building in memory of his son.

Children's Hospital of Texas was established in 1940 through the generosity and leadership of R. B. George, Lawrence Pollock and G. B. Dealey, along with other Dallas citizens.

The Ivor O'Connor Morgan Tuberculosis Hospital was established in 1951. Children with tuberculosis from infancy through 14 years of age, both charity and private patients, are provided medical and surgical care in this unit which was built with funds placed in trust with the First National Bank by Mrs. Ivor O'Connor Morgan.

Advancements in medical science, combined with the increase in population, have resulted in an expansion of services rendered at Children's Medical Center.

A good example is that for over 10 years, the Center has served as one of seven regional congenital heart centers in the nation. It serves a five-state area, including Texas, New Mex-

ico, Arkansas, Oklahoma and Louisiana. An average of two to five surgical heart procedures are performed weekly.

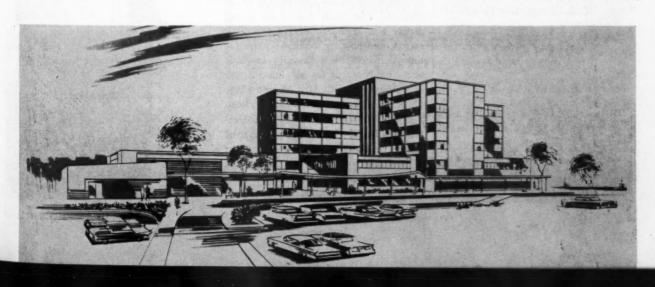
Today, Children's Medical Center is providing the everexpanding services in facilities which are vastly over-taxed and inadequate. Buildings constructed over 20 years ago are caring for three times the number of patients served at that time. With the exception of three prefabricated "temporary" buildings to handle the overflow crowd and additional special clinics, there has been no increase in facilities.

"It has been obvious for some time that to continue progress and development in the field of pediatrics—to properly serve our children and to provide adequate facilities for the vital training of our future doctors—a more modern physical plant is needed," stated Gus Bowman, chairman of the Center's operating board.

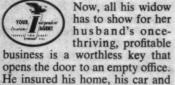
The \$2,500,000 public subscription campaign, which will be conducted November 28 to December 16, will make possible the construction of the new Children's Medical Center in the Southwestern Medical School complex. Total cost of the Center will be \$4,000,000, and application has been made for the Hill-Burton Funds for the \$1,500,000 balance.

Joe M. Dealey, chairman of the \$2,500,000 campaign, stated that "We cannot overlook the added advantages which will develop as a result of our building the new Center. The fact that the location will make it a part of the Southwestern Medical School complex, will assure that the teaching program and the specialized care, both of the Medical School and the proposed hospital, will go hand in hand in bringing increasing national attention to Dallas as an outstanding and valuable medical center."

Serving with Joe Dealey in the group of civic leaders conducting the campaign are the following chairmen along with the division they head: Ben H. Carpenter, pattern-advance division; Robert B. Cullum, business and industry division; Charles E. Watson, special gifts division; Ed E. Sammons, general gifts division; Dr. Floyd A. Norman, professional (staff) division, and Mrs. Frank E. Austin, Jr., women's division. James F. Chambers, Jr. is chairman of the publicity committee, and George W. Cramer is chairman of the auditing committee.



A key that belonged to a man who didn't *plan* to die "anytime soon."



opens the door to an empty office. He insured his home, his car and his outboard motor—but he forgot the most important of all—his income.



Dallas Symphony Orchestra Begins 1961–62 Season

With an exciting new conductor, the world's finest guest artists, distinctive conductors, and a newly-decorated concert hall, the Dallas Symphony Orchestra offers yet greater performance for the 1961-62 season.

Through a combination of forethought, hard work, generous contribution and, most importantly, a distinguished calibre of talent, the orchestra has unfurled into an instrument of major rank and become an integrated part of Dallas' daily life.

For the privilege of playing under the new maestro, Georg Solti, musicians are coming from all over the United States and Europe, each a distinguished artist in his own right. They include Claudio Arrau, Gina Bachauer, Byron Janis and Leonard Pennario, pianists; Zino Francescatti and Ruggiero Ricci, violinists; Janos Starker, cellist; Donald Gramm, Richard Lewis, Nell Rankin, Elinor Ross and Elisabeth Schwarzkopf, vocalists.

These artists, together with Donald Johanos, resident conductor now in his fifth season with the Dallas orchestra; Sir John Barbirolli and the Houston Symphony; Piero Bellugi and Irwin Hoffman, guest conductors, Laszlo Smogyi, tour conductor, and Leonard Posner, concertmaster, comprise the list of personalities of the season which began November 19.

Two popular Symphony events are scheduled again this year. One, a phenomenal aspect of growth within the Dallas Symphony Orchestra, is a series of specially-planned and programmed Youth Concerts. The initial concert for young people was organized during the 1919 season, and now the orchestra plays for the youngsters each Saturday morning under the baton of Donald Johanos and in coordination with Miss Marion Flagg of the Dallas Independent School System.

The G. B. Dealey Memorial Award, established in 1931 by the late publisher of the Dallas News and under the auspices of the Dallas Women's Symphony League, has become a searchlight for musical talent among young artists. The aim is to







Dallas Symphony Orchestra performers, top to bottom, Donald Johanos, resident conductor; Leonard Pennario, pianist; Elinor Ross, vocalist.

Arts and Music-

discover and encourage young artists toward concert careers. Four prize winners are named each year, including a capital prize and chance as soloist with the Dallas Symphony Orchestra.

The Symphony schedule includes Sunday matinees, Monday evening performances and one Saturday evening performance. All concerts will be staged in the newly remodeled McFarlin Auditorium on the SMU campus.

Top to bottom, Guest Conductor Piero Bellugi, Vocalist Nell Rankin, Violinist Ruggiero Ricci.







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New Facility Built On St. Mark's Campus

One of the most outstanding teaching facilities in any preparatory school in the nation was dedicated in Dallas this month. This is the \$1,500,000 Science-Mathematics Quadrangle at St. Mark's School of Texas

Included in the Quadrangle are physics and biology classrooms and laboratories equipped with closed-circuit television through which demonstrations can come from a central studio. If necessary, any of the classrooms can become a studio and originate a demonstration to be sent to other laboratories and rooms.

In addition, the Quadrangle contains a 12½-inch telescope onto which a television camera can be attached and a planetarium illuminated by a planet projection device. Another feature of the new facility is a greenhouse with three climate zones.

Headmaster Thomas Hartmann said that the planning of this Quadrangle took two years, with the help of the Massachusetts Institute of Technology and Rensselaer Polytechnic Institute.

The new facilities are gifts to the private boys' school from Mr. and Mrs. Cecil Green and Mr. and Mrs. Eugene McDermott of Dallas.

Mr. Hartmann cited two purposes of the Quadrangle: to serve as a unique teaching tool in the overall St. Mark's academic program and to serve as a pilot facility for national educational planning groups to observe.

Dr. George Russell Harrison, dean of the School of Science at MIT, spoke at dedication ceremonies and praised St. Marks' and Dallas for this pioneer achievement. "Truthfully, I have never seen anything to compare with this facility," he said.

Also on the platform was Mr. Green, who said, "We look upon the quadrangle not as a gift but as an investment. The purpose, beyond that of bringing out the best in the boys and the teachers, is not to make mathematicians or scientists out of all the boys. We want to make sure they have a well-balanced education according to tomorrow's standards."

Mr. Hartmann pointed out, "Although our emphasis here is on reading, composition and other verbal skills, we want to offer a complete education to our students. We believe that any boy should have a complete basic background in sciences. Any learned man, in this modern era, must have it."





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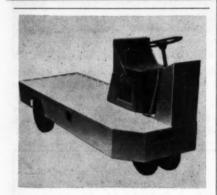
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(Continued from page 31)

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Standard Fruit & Vegetable, 2111 Taylor, Martin Rutchik (Dale Reynolds)

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Southwest Wheel, Inc., 2425 Irving Blvd., Sam I. Vaughn (Jack Hospers)

The Jack Wyatt Co., 1720 Life Bldg., Jack Wyatt (Bob Greenwald)

Yee's China Garden, 5027 Lovers Lane, J. W. Gong (T. J. Collette, Jr.)

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Dallas County United Fund, Inc., 420 South Akard; Joe Guise (John J. Hospers)

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The Apartment Index, 3115 North Fitzhugh; William Thompson (Dale Reynolds)

Bank Building & Equipment Company, 1919 Southland Center; Vernon Barge (James Cauthen)

Direct Delivery Service, Inc., 1709 Magnolia St.; Lloyd Brooks (Karl Lambertz)

Lawyers Research Service, P. O. Box 2933; R. N. Benson (Dale Reynolds)

Red Carpet Suite, 435 Braniff Bldg.; Mrs. Sybil Rea (Jack Gidcumb)

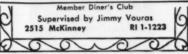
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(Continued on page 45)









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CHAMBER NEWS



C of C Official On Mission to Chile

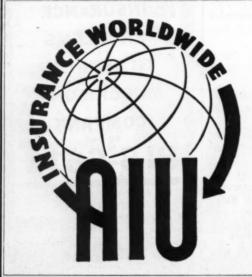
John Shoaf, manager of the Dallas Chamber of Commerce's World Trade Department, is a member of the six-man trade mission presently visiting Chile as a further step in the U.S. program to develop closer ties with the Latin American Republics.

According to an announcement made by U. S. Secretary of Commerce Luther Hodges' office in Washington, this trade mission is the first of its kind ever to be conducted. The six-weeks mission will end December 16.

Mr. Shoaf has been with the Chamber of Commerce for the past two years.



Ways and Means Committee of the Chamber of Commerce recommended additions and revisions in the "Basis for Determining Annual Investment in the Dallas Chamber of Commerce." Left to right: W. A. Lee, Titche-Goettinger; Chairman Jerome K. Crossman, Ryan Petroleum Company; Otto Hoes, Hap Morris Bowling Lanes and President of Greater Dallas-Fort Worth Bowling Proprietors Association; Joe E. Earnest, Superior Lanes; C. A. Sammons, Reserve Life; Bob Olmsted, Olmsted-Kirk.



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(Continued from page 43)

Industrial Handling Engineers, Inc., 4637 Greenville; Dean Moore (Floyd Mayse)

Richard Nosler, P. O. Box 18106 (R. L. Jacobs)

R. H. Robinson Company, 2022 Davis Bldg.; R. H. Robinson (Floyd Mayse)

The Shaw-Walker Company, 3505 Turtle Creek Blvd.; J. C. Alderman, M. J. McGreen and A. R. Hedeman (Thomas Finney)

Professional

Claud O. Boothman, 925 Kirby Bldg. (Dale Reynolds)

Drs. Finn & Finn, 1511 Bryan (George Richie)

Wick Fowler, 4707 Cedar Springs (Jack Gidcumb)

Jack H. Morgan, 3916 Lovers Lane (George Richie)

Wesley G. Stewart, Public Accountant, 4505 Pomona Rd. (Stan Parr)

Ikonogenics Incorporated, 4930 Cedar Springs Rd.; Crawford Dunn and Susan Wright (George Richie)

Paymaster Oil Mill Co., 273 Meadows Bldg.; R. L. Morton (Floyd Mayse)

Aylin Advertising Agency, 3415 Cedar Springs; Walter G. Clark (Dale Reynolds and David Locker)

D. R. Fagin & Associates, 710 Gibraltar Bldg.; Donald R. Fagin (George Richie)

Robert A. Fanning, Atty., 1118 Fidelity Union Tower Bldg. (Doyle Maricle)

Stanley O. Lindgren, 1016 Dallas Athletic Club Bldg. (Barney Rathheim)

John K. Paden & Associates, 2624 Shelby St.; J. K. Paden (George Richie)

The Permutit Company, 3603 Lemmon Ave.; A. F. McCormack (John J. Hospers)

J. Neal Reeves, 1211 Mercantile Securities Bldg. (Joe Warren)

Richard L. Wallace, Atty., 2331 Gus Thomasson Rd. (I. C. Finklea)

Partake, 3505 Turtle Creek; Ted Rickenbacker (George Richie)

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Olden & Company, P. O. Box 28163, Casa View Station; Billy J. Swango (George Richie) JANITOR SERVICE

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Univac Computing Center Dedicated at SMU

The \$3,500,000 UNIVAC Computing Center at Southern Methodist University was dedicated October 20 at 2:30 p.m. in a brief ceremony in the computing center on the campus.

Since 1957 the SMU Computing Center has served higher education through basic research projects in many fields and business and industry in commercial computing, through a unique arrangement between a private company and a private university by which Southern Methodist University shares the use of the advanced computing equipment with Remington Rand-UNIVAC, which owns and maintains it.

Recently the building and equipment of the computing center have been doubled in size and capacity, so that today the UNIVAC Computing Center at SMU is the most complete and diversified computing and data processing facility on a University campus.

Participating in the ceremony of dedication for Southern Methodist University were President Willis M. Tate and Dr. Claude C. Albritton, Jr., dean of the Graduate Research Center, Inc.

Taking part in the dedication ceremony on behalf of Remington Rand were J. Presper Eckert, vice president for engineering and research and special assistant to the president; and John T. Jackson, vice president in charge of management planning and assistant to the president. Mr. Eckert developed the ENIAC com-

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RIverside 7-4301

puter which led to the first UNIVAC computer, the UNIVAC I. Mr. Jackson is an authority in the fields of engineering and management.

Also taking part in the dedication were the directors of the two divisions, university and commercial, of the UNIVAC Computing Center; Gene E. Cathey, manager of the UNIVAC Service Center, and Professor J. B. Harvill, director of the SMU Computing Laboratory.

Present for the dedication were other officials of Remington Rand and the university. Dallas civic and business leaders, and 23 visiting national corporation presidents attending Dallas Corporation Presidents' Day.

The equipment now in use in this center includes the UNIVAC Scientific 1103 digital computer, the UNIVAC Solid State 90 Magnetic Tape Data Processing System, a small scale UNIVAC 120 digital computer, and a complete line of punch card equipment. The UNIVAC Scientific 1103 is a larger scale electronic digital computer that does mathematical and logical calculations at great speeds. The UNIVAC Solid State 90 is a medium sized digital computer capable of processing vast amounts of data at electronic speeds. In addition to its ability to solve problems of a scientific nature, the system is used in such diversified application as administrative accounting, university student registration and all types of payroll, inventory, and data processing procedures.

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CITY HALL REPORT:

Editor's Note: This is the fourteenth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

The Board of Building Code Appeals

Hugh V. Keepers, Chairman

William L. Cobb

William H. Hidell, Jr.

Roy B. Eastus

Avery Mays

The duty of enforcing the provisions of a building code is the responsibility of the administrative head of the Building Inspection Department. This duty extends to interpreting the provisions of the building code and to approving or disapproving new materials and methods of construction. In order that the interpretation or the intent of the meaning of a provision in a building code not be left entirely to the discretion of the Building Inspector, practically every modern code provides for the establishment of some type of board or committee, the purpose of which is to hear appeals from persons who disagree with a decision of the Building Inspector regarding an interpretation of a provision in the building code or when new materials or methods of construction are submitted to the Building Inspector for approval.

Prior to 1929, the building ordinances of the City of Dallas provided for the selection of three persons to hear and pass on questions relative to interpretations of the provisions of the building ordinances or in regard to the use of materials and methods of construction. These persons served as referees and were entitled to receive \$5 per day for their services, the cost being shared equally by the Building Inspector and the person requesting the hearing. The 1929 edition of the Dallas Building Code changed this procedure by providing for the creating of the Board of Building Code Appeals and the provision for this Board was continued in the building code editions of 1947 and 1951, the edition now in use. The members of the Board of Building Code Appeals now serve without pay.

The Board is composed of five members, an architect, a realtor, a builder, a structural engineer and a fire prevention engineer, all of whom must reside within the corporate limits of Dallas. The architect member is certified to the City Manager by the Dallas Chapter of the American Institute of Architects; the builder by the Dallas Association of General Contractors; the realtor by the Dallas Real Estate Board; the structural engineer by the Technical Club of Dallas and the fire prevention engineer by the Fire Prevention Bureau of Texas. The City Manager then appoints these parties and certifies their names to the City Council. Appointments are for two years and upon expiration of each term, new members are designated and appointed in the same manner as described above. The Board elects one of its members Chairman and he must keep a record of the procedures and decisions of the Board and must file a copy of same with the Building Inspector.

Meetings of the Board are held only at such times as circumstances arise and it is interesting to note that the Board has met approximately twenty-five times since 1939. Several of the most recent appeals have concerned the use of new materials and their application to some phase of building construction, which indicates that new developments in the use of new materials such as plastics, aluminum, insulation products and many others are finding their way into the construction field. The lack of appeals, on the other hand, which concern interpretations of the provisions of the building code indicate that the general code requirements are in conformance with good construction practices and need little or no special interpretation.

The power of the Board is limited to two matters: the first being to pass upon the true intent and meaning of the provisions of the building code and the second to pass upon questions regarding the use of new materials or methods of construction. Whenever the Board of Building Code Appeals finds any provision of the building code that is unintentionally unjust or obsolete it is the duty of the Board to recommend to the City Council the amendments necessary to correct such deficiencies.

Any person who disagrees with the Building Inspector's interpretation of a provision of the building code or anyone who wishes to have a new material or method of construction approved, may make an appeal to the Board of Building Code Appeals. The notice of such appeal must be filed in writing with the Building Inspector within ten days from the date of the Building Inspector's decision and must state specifically the question or questions which the appellent desires to have the Board review.

Any person desiring to use a material or type of construction which is not specifically mentioned in the building code must file with the Building Inspector authentic proof in support of any claim that may be made regarding the sufficiency of that material or method of construction. If, in the opinion of the Building Inspector, the evidence and proof are not sufficient to justify approval, the applicant may request that the entire matter be submitted to the Board of Building Code Appeals. The request must be filed in writing with the Building Inspector and must be accompanied by engineering data, test reports, and similar documentary evidence to show that the new material or method of construction will meet the requirements of the building code. The notice of appeal together with all supporting evidence is then forwarded by the Building Inspector to the Chairman of the Board who must call a meeting of the Board within ten days.

Any three members of the Board of Building Code Appeals constitute a quorum to transact business, however, in cases where only three members are present, no decision can be rendered unless all three members concur. All rulings and decisions of the Board are final and binding upon all parties and it then becomes the duty of the Building Inspector to enforce the decision of the Board.

BUSINESS PROPERTY

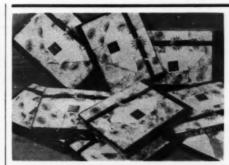
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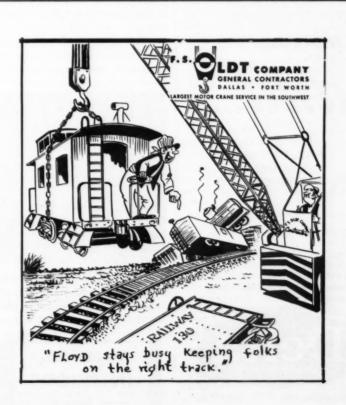
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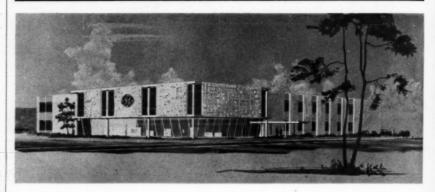


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Dallas, Texas

MElrose 1-7760

NEW AND EXPANDING BUSINESS



GE Information Center to Be Built in Empire Central

Empire Central will be the home of the new General Electric Information Processing Center, which will offer computer services to business and industry in Texas and the Southwest.

Windsor Properties, Inc., developers of Empire Central, will build the two-story 26,000-square-foot structure on a land-scaped two-acre site at 8100 Carpenter Freeway. The building will be designed to make the computing equipment visible day and night to the freeway traffic. Design of the building provides space for future expansion of the center, and there is additional office space available for leasing.

Lease negotiations were handled by Ralph Breum, executive vice president of Windsor Properties, and James A. Moran of Hudson & Hudson, Realtors. Julian P Barry is the general contractor, and Broad & Nelson the architects.

Construction of the building has already begun, and completion is expected in June, 1962.

The new Information Processing Center will feature the GE-225 general purpose computer, eight tape units, high-speed document handlers and other computer peripheral equipment. The center will be the first in this area to offer magnetic ink character reading techniques (MICR) to business.

The Center will begin with an employment of 25 persons, including programmers, salesmen and computer operators. GE's Computer Department now has a district sales office at 3200 Maple Avenue. It will be moved to the new building.



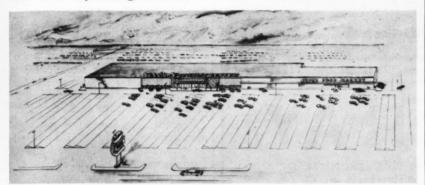
The new \$400,000 Grand Prairie State Bank was officially opened November 3 when J. M. Falkner, commissioner of banking for the State of Texas, presided at ribbon-cutting ceremonies. President Durwood Sutton heads the bank which has been at 102 E. Main since 1930. The new location is one block west at 202 W. Main.

Beautiful Office
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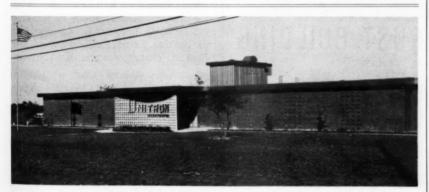
New and Expanding Business-



Sessions Discount Center will open an additional facility on a 15-acre tract at Marsh Lane and Forest Lane early in 1962. The Center will consist of a 20,000-square-foot supermarket opening into a 100,000-square-foot building of other departments.



New home offices for the Commercial Travelers Life Insurance Company and ITS companion organization, National Life Assurance Company of Texas, at 4224 Office Parkway are the first to be completed in Central Park Plaza, a new business complex fronting on the 2300 block of North Haskell. The 12,000-square-foot building will be devoted to the operation of the two companies, which employ 60 people.



This is the new 8,000-square-foot office and plant of Unitron, Inc., located at 1624 N. First Street, Garland. Unitron is manufacturer of solid state power conversion equipment primarily for military applications. Donald E. Davis is Unitron president.

RUTHERFORD





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DALLAS . NOVEMBER, 1961



paper ads, ranging in a variety of sizes from 2 column by 7 inches to 4 column by 141/2 inches, could not be set, pasteup and engravings made, mats molded and shipped, all within a three-day period. This situation occurred when a large account had changed agencies and in the change the monthly series of newspaper ads had been delayed. The agency's home office was out of state and its Dallas operation had not been firmly established. The responsibility to produce the ads in their entirety was turned over to JCS. The agency's production manager was pessimistic, fully believing such a task could not be done, being absolutely impossible in the agency's home base city.

Thanks to the teamwork of a few men from each department, dedicated to the challenge, the job was completed on time, deadlines met. Furthermore, the flow of work of our regular customers was not impeded in any way by this special operation. Performance such as this could not, by any means, be considered normal service and would surely deplete the ranks if frequently done. The challenge was met with the positive approach, "yes, we can help you"... the typical attitude at JCS, where quality and teamwork go hand in hand.

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CENTRAL EXPRESSWAY & SPRING VALLEY ROAD JOHN R. SHELLEY, MANAGER AD 5-0704

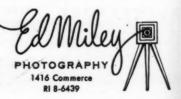
New and Expanding Business— Lane Bryant Opens Store in Dallas

Lane Bryant's new Dallas store, opened November 13 at Elm and St. Paul streets, will be the company's second store in Texas. Containing 17,000 square feet, the Dallas unit has two entrances, one on St. Paul and the other on Elm.

The first Texas Lane Bryant store was opened in Houston in 1954. The new Dallas operation raises the national total of Lane Bryant stores and affiliated shops to 102. Lane Bryant specializes in hard-to-find sizes for stout and tall women, as well as for chubby girls and teens.

Ross Prichason, former manager of the Miami Beach Lane Bryant store, has been appointed manager of the Dallas store.

- ▶ Cole National Corporation is establishing regional headquarters in Dallas as the center of an expanded sales program covering five southwestern states. Matt Broz, who has been a Cole National sales representative for ten years, working out of the company's Cleveland headquarters, will be in charge. For more than 30 years, Cole National has been a leading supplier of replacement key blanks and key cutting equipment.
- ▶ Dalworth Associates, Inc., Dallas-based management and investment firm, have opened national headquarters and general offices at 435 Braniff Building in Exchange Park. Fred S. Reid is president of the company. Other officers of the firm are James C. Lumberson, vice president for banking, finance and acquisitions, and Fred M. Weston, vice president for sales.
- ▶ El Chico Restaurant Chain has signed a lease for 5,000 square feet of space on the Garland Road side of the Lochwood Shopping Center. Construction will start immediately on a new building to house the eleventh restaurant in the El Chico chain. The new restaurant will accommodate 200 diners and the opening is planned for February, 1962. Jay D. Green, vice president of the Henry S. Miller Company, Realtors, handled the leasing arrangements.



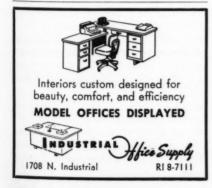
New and Expanding Business-

Hampton & Ledbetter, Inc., whose principals are James B. Biddle, Paul Crum and J. O. Evans, are planning the construction of a 121,000-square-foot, air-conditioned, mall-type shopping center to be located on a ten-acre site at the northeast corner of Hampton and Ledbetter. Present plans call for the erection of 100,000 square feet of rentable area, a 40-foot wide air-conditioned mall to contain 21,000 square feet, and a two-story office building which will rise above the mall. The architect for the project is John Wesley Jones, with lease negotiations being handled by Claude McClennahan of S. I. Realty, Division of Syndicates, Incorporated.

▶ Continental Electronics Manufacturing Company, subsidiary of Ling-Temco-Vought, Inc., expects to occupy a new two-story addition to its office building at 4212 South Buckner in Dallas by the first of December. Containing approximately 14,500 square feet of floor space, the addition will house new engineering offices, primarily for the growing Nike-Zeus transmitter staff. Construction is being done on contract by the Austin Company.

▶ Jack C. Vaughn and Grady H. Vaughn, Jr., Dallas oil men and investors, have purchased the present 17-story First Nation Bank building at 1401 Main Street. They will take over operation of the Main Street bank and office building January 1, 1965.

William G. Stehr & Associates have opened a new office and warehouse at 1746 Proctor Street. This firm, headed by William G. Stehr, recently returned to Dallas from the East. It will represent Acme Industries, Inc., manufacturers of air conditioning and refrigeration equipment. Parts for chillers, condensers, compressors and other Acme components will be stocked.



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210 SOUTH POYDRAS RI 8-4511

New and Expanding Business-

L. D. Brinkman & Company, Dallas wholesale floor covering distributor, has observed the first anniversary of the firm's founding by moving into an office-showroom-warehouse building double the size of its former quarters. The new brick facility is located on a landscaped plot approximately an acre in size at 2254 Valdina, just west of Stemmons Freeway and the Market Hall. The building was designed and built by C. C. Rowlett, General Contractor, Inc. Real estate negotiations with the owner, John F. Eulich. were handled by Bob Lynn of Campbell & Campbell, Realtors. Lloyd Brinkman is president of the year-old firm.

▶ Joseph H. Berger and David Wolf, president and secretary-treasurer, respectively, of Dallas Sheet Metal Works, Inc., and its wholly-owned subsidiary, The Fabricators, have purchased and acquired all of the outstanding stock in the two companies. The firms, manufacturers of stainless steel food service equipment, now occupy a new, 27,000-square-foot plant in Dallas' Trinity Industrial District. Alan L. Berger, former manager of the

contract-engineering department of a well-known food service equipment supply firm, has been named vice president of Dallas Sheet Metal Works.

etal Woi

▶ Ling-Temco-Vought, Inc., of Dallas has been awarded an \$8,600,000 contract by the National Aeronautics and Space Administration for continued production of the four-stage, solid-fueled Scout rocket. The contract calls for design, fabrication, ground testing and assembly of fourteen of the versatile rockets, expected to become a major research tool in various NASA space projects. Scout is the nation's first solid-propellant rocket capable of placing a payload in orbit.

*

A proposed plan to increase the capital structure of the Mercantile National Bank has been approved by the board of directors. The planned \$5,000,000 increase was announced by R. L. Thornton, chairman of the board, Milton F. Brown, chairman of the bank's executive committee and chief executive officer, and J. D. Francis, president. The new capital structure will result from the issuance of 150,000 additional shares as a 10% stock dividend and the sale of 100,000 new shares of \$10 par value stock at \$36 per share.

New and Expanding Business-

- Robert S. Sloan has opened an engineering consulting service at 6936 Clayton to specialize in complete facilities planning services in industrial, commercial and institutional fields. Before opening his own firm Mr. Sloan was facilities director for Texas Instruments Inc. Services to be offered by the new firm include development of long-range programs including requirement analysis, course-ofaction surveys, project cost estimates, space utilization studies, location and site investigations, development of standards and construction management.
- The Rick Furniture Company in expanding their operation has leased a sixstory warehouse and distribution center at 1706 Laws, announces Jay D. Green, vice president of the Henry S. Miller Company, Realtors, who handled leasing arrangements. The building is currently being remodeled for occupancy in December. The structure contains 54,000 square feet of floor space. General offices for the firm will remain at 1003 West Jefferson in Oak Cliff.
- Continental Electronics Manufacturing Company, subsidiary of Ling-Temco-Vought, Inc., has received a \$3,000,000 contract to design a multi-megawatt radar transmitter for the Army's tactical Nike-Zeus antimissile system. Nike-Zeus is the only ballistic missile defense system now being developed.
- Preston Center, suburban shopping area, is continuing to grow with modern store buildings lining both sides of Sherry Lane. Among the businesses to locate here are Jewel's Corset Shop, Dermapeal Beauty Clinic, Henry the Milliner and Olan Mills Portrait Studio. A number of these sales and leases have been negotiated by Jay D. Green of the Henry S. Miller Company. Landowner and owner of the buildings is E. Cowden Henry, the architect is Jacob Anderson of Dallas.

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World Trade Growth

(Continued from page 19)

the Murray Company. Mitchell also exports LP gas vaporizers. A third Mitchell product rapidly gaining acceptance in foreign countries is its line of Mark IV air conditioners. Frigikar Corp. of Dallas also manufactures and exports air-conditioning equipment for automobiles, trucks, trailers and buses.

Trinity Steel Co., Inc., manufacturers of pressure vessels, exports to Central and South America, England, Arabia, Phillippines, India and Australia. Williams & Davis Boiler & Welding Co., Inc. exports to Central and South America and the Philippines. Lone Star Boat Co. exports boats and boat trailers and Texas Boat Co. of Lewisville also exports similar products.

P and H Industries, Inc. manufacture a line of pressing machinery that is exported over the world. Roney, Inc., exports valves and fittings for LP gas and ammonia. Hydrotex Industries export building maintenance and petroleum products. American Tank & Manufacturing Co., Inc. also exports LP gas tanks and containers.

Other Dallas exporting firms include Jiffy Products Co., Inc.; Hugh B. Williams Mfg. Co., replacement parts; Motion Control, Inc., precision instruments for testing raw cotton; Universal Mono-Tabular Division, Lanston Industries, Inc., graphic arts machinery and equipment; Lane Plating Works, industrial chromium plating and grinding, and Aero Test Equipment Co., exporters of special aircraft test and ground support equipment.

World Industries, Inc. manufactures and exports special garden sprayers. Rotex Industries, Inc. exports attachments for power tools. National Data Processing Corp. exports electronic business machines.

This spot check of Dallas firms in the export-import picture reflects the growth of world trade in a wide variety of Dallas industries. This, by no means, gives the entire picture, but it does point up the many-sided developments of Dallas world trade which are of growing importance in the Dallas economy.

Women in BUSINESS

By Larry Grove



Mrs. Beatrice Martin

Where there is a business that is growing, the rule goes, you'll find a woman who has had a large part of it. And at Oak Cliff Savings and Loan Association—largest savings and loan association in Texas—the woman is Mrs. Hershal Martin.

Mrs. Martin — Beatrice Martin — is a svelte and personable vice president of Oak Cliff Savings; she is president of the Oak Cliff Business and Professional Womans Club; and superintendent of the teaching department at Oak Cliff's First Baptist Church.

Her career in the savings and loan business came about by one of those accidents of the business world. And even today, she says, "I always really wanted to be a lawyer."

To clinch the point, she says, "I can make a talk on anything."

Mrs. Martin has been with Oak Cliff Savings and Loan almost since its beginning. Just by taking the job, she proved The Power of The Wife. That story might bear repeating — just in case someone else's husband might be reading this.

"I'd been married 10 years," she starts, "and I decided I should take a part-time job. I mentioned the possibility to my husband (of Wyatt's grocery chain) and he said the wrong thing.

"He said 'They won't have you.' "

He was joking, of course, but Mrs. Martin lost no time in finding her job with the savings and loan company that was doing business then from a one-room office on Adams street.

"It helped that the boss was a Kentuckian—and my being an Arkansawyer helped. A kind of kinship, you know..."

The part-time job grew to full-time; the small company moved to larger quarters, began to install branch offices until today it boasts four with another being planned.

Mrs. Martin brought to her present job a business college education and experience in the office of the U. S. Title Attorney. Through a limit placed on use of women in government offices at the time, she was able to go no higher than assistant abstractor in the U. S. Department of Agriculture.

It was her marriage, to a Dallas man, that brought her to Texas.

The Martins live in the Singing Hills section of the city. ("Just where you'd know that a hillbilly like me would live," she says.)

Her parents still live "back home" which is Eureka Springs. And that city happens to be, says Mrs. Martin, the prettiest little city in Arkansas.

"I wouldn't really want to live anywhere else than Dallas, and Oak Cliff in particular.

"But when I smell leaves burning in

the fall, I still get lonesome for Eureka Springs."

Her own family includes a son and a daughter who have established careers of their own. The daughter, a graduate nurse, is Mrs. J. F. Kramer, wife of a doctor in Austin, Texas. The son, Larry, is planning a teaching career after completing work on a Ph. D. in linguistics. He is studying on a scholarship at the University of Texas.

Even so, there is no lack of interesting projects to occupy Mrs. Martin's energies: the Oak Cliff Business and Professional Women, under her presidency this year, is emphasizing a membership drive. The church which has her membership has undertaken a teacher training department, which is a rather ambitious new trend, and Mrs. Martin heads the department under the pastor, the Rev. James L. Cooper.

In her specialized career field, she holds a membership in the Savings and Loan Institute, a national organization which studies problems of the entire field.

Her accomplishments have been outstanding—particularly when one considers that she only was looking for a part-time job that November day when she walked into the Oak Cliff Savings and Loan office.

She sums it up with becoming modesty: "The company was in the right place at the right time — and so was I."

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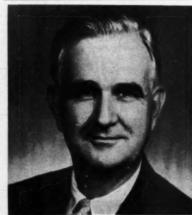


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APPOINTMENTS AND PROMOTIONS



OVERTON



MUCULA DT



LINDEMANN

BOY

W. W. OVERTON, JR., has been elected to the dual post of chairman of the board and president of Texas Bank and Trust Company of Dallas. P. B. (Jack) GARRETT will continue as vice chairman of the board. With Mr. Overton's acceptance of the dual post, the responsibilities of Executive Vice President OSCAR C. LINDEMANN will be increased to embrace the bank's relations with financial, industrial and business leaders on a state

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HAUGHTON BROTHERS

Appointments and Promotions-

and national level. The Board also elevated TAYLOR BOYD, II, and JAMES C. SCHMIDT to vice presidents, and named JAMES C. WISHART as comptroller. GRIFFITHS C. CARNES, HARVIE H. CHAPMAN, THOMAS E. JONES, KENNETH B. SMITH and WILLIAM F. (BRUCE) THOMPSON were advanced as assistant vice presidents, and THOMAS N. OVERTON was named assistant cashier.



MICHAEL F. HAZEL has been appointed president of the Oil Well Supply Division of U. S. Steel Corporation. Mr. Hazel, a mechanical engineer graduate of Penn State, formerly was executive vice president of the division. He first joined Oil Well Supply at their Imperial Works plant in Oil City, Pennsylvania, as an engineer trainee, staying at that location until early 1932 when he transferred to Texas.

RALPH F. LOFLAND has been named president of the Lofland Company, construction materials firm. Mr. Lofland, who is also president of the Lofland Realty Company and the Lofland Service Company, has served as chairman of the board for the past few years. HAROLD STINEBAUGH and WALTER GALBRAITH will continue as vice presidents with JEAN S. PATTON, JR. as secretary-treasurer and MISS TONI DUCK as assistant secretary.

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Appointments and Promotions—



CHARLES F. LUFT has been appointed executive vice president of merchandising and sales promotion of Sanger-Harris. Mr. Luft, a business administration graduate of Ohio State University, has been executive vice president in charge of merchandising and publicity for Foley's in Houston for the past fifteen years. He will assume his new position with Sanger-Harris some time after the first of the year.

W. DAWSON STERLING has been elected a member of the board of directors of Southwestern Life Insurance Company. Mr. Sterling joined Southwestern Life in 1947 and was named a vice president of the company in September of this year.

GLENN N. GREEN has been appointed resident manager for the Kelly Girl Service Dallas office. Mr. Green, a graduate of East Texas State College, comes to Dallas from Fort Worth where he served the Kelly Girl Service in the same capacity for the past two years. He is associated with MRS. MAYME B. AUTRY, area manager of the Kelly Girl Service, in the management of the Autry Employment Service which operates in Dallas and Fort Worth.

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Appointments and Promotions—



GENE BRIDGES has been named president and chief executive officer of Exchange Bank & Trust Company of Dallas. For Mr. Bridges the post represents a return to Dallas after more than six years in Baton Rouge, Louisiana, as a founding director and president of the Capital Bank & Trust Company of that city. A native Texan, he received his Bachelor of Science degree from East Texas State College and did post graduate work at Southern Methodist University. He entered the banking business with the Highland Park State Bank of Dallas and later served on the examination force for the Federal Reserve Bank here.

W. BOONE GOODE has been elected president and chief executive officer of Rich Plan Corporation, Dallas-based national marketer of freezer-frozen food home service plans. ERNEST D. WRIGHT, formerly president of Rich Plan, has been elected a vice president of Diversa, Inc., Rich Plan's parent company. Mr. Goode has been executive vice president of Diversa since July, 1960. Mr. Wright joined Rich Plan in 1950 and was named its president in 1956. Both men are directors of Diversa, a diversified operating company with headquarters in Dallas.

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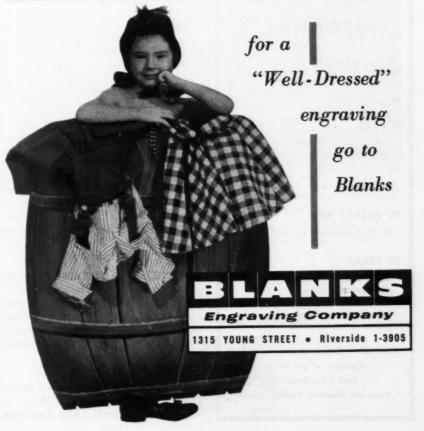
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John B. Mills
Chairman of the Board
Cecil Mills, President
Mercantile Securities Building, Dallas

Appointments and Promotions-

ROBERT B. CULLUM, well-known Dallas business and civic leader, has been elected a director of the Republic National Bank of Dallas. Mr. Cullum is president of A. W. Cullum & Company, Inc., and board chairman of Tom Thumb Stores.



ROBERT F. MILLER has been named president of Trinity Universal Insurance Company, Dallas. Mr. Miller joined Trinity in 1929 and served the company in a variety of posts in Indiana, Ohio and Texas before being elected vice president in 1948. He was made a director in 1960. In other Board action, GORDON S. YEARGAN, who has been president of Trinity since 1949, was elected chairman of the board; BEN D. TAYLOR was named to the newly created position of vice chairman of the board, and HAROLD CABNESS was elected secretary of the company.

DAN C. DUNN has been advanced to the position of manager of sales and service at Dresser Electronics — HST Division, one of the Dresser industries. Mr. Dunn, who has been with Dresser Electronics since 1957, was formerly manager of manufacturing. He earned his BA in prelaw at Austin College and his LLB from LaSalle University.

WENDELL E. LLOYD has been appointed executive vice president of Drilling & Service, Inc., Dallas, newly acquired subsidiary of Wheel Trueing Tool Company, Detroit. Mr. Lloyd was treasurer of Wheel Trueing Tool prior to being named to his new Dallas position.

A. F. CUELLAR, SR. has been named assistant general manager in charge of supervision for the El Chico Restaurant

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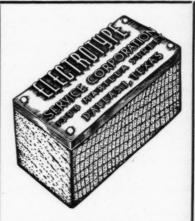
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ELECTROTYPE

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Appointments and Promotions-

Chain. Mr. Cuellar has supervised the El Chico Restaurants in Longview, Texas, and Shreveport, Louisiana, for the past three years. He has moved to Dallas and assumed his duties at the organization's executive headquarters here.

F. I. McDANIEL has been appointed manager of the North Texas District of the Major Appliance Division, sales and distribution department of the General Electric Company. Mr. McDaniel comes to Dallas from Omaha, where he has been manager of the Omaha District of Major Appliance distribution for the past five years. He has been with the General Electric Company for 15 years.



DR. PAUL P. REICHERTZ has been named manager of Socony Mobil Oil Company's Field Research Laboratory in Dallas. Dr. Reichertz, who holds a Ph.D. degree in physics from Brown University, joined Socony as a research physicist at the Field Research Laboratory in 1943 and was appointed assistant manager in 1956. In other company changes, DR. CARL S. KUHN, assistant manager of the Production Research Division, has been advanced to manager, and E. B. ELFRINK has been promoted from assistant manager of the Production Division to the newly created position of manager of the Production Technical Service Division.

E. B. GERMANY, president of Lone Star Steel Company, has been elected chairman of the board, succeeding R. L. Thornton, Sr., who accepted the position last April on the condition that he be relieved toward the end of 1961. Earlier, Mr. Germany was elected chairman for an interim period following the death of Fred F. Florence, but retired when Mr. Thornton agreed to serve for a stipulated period of time

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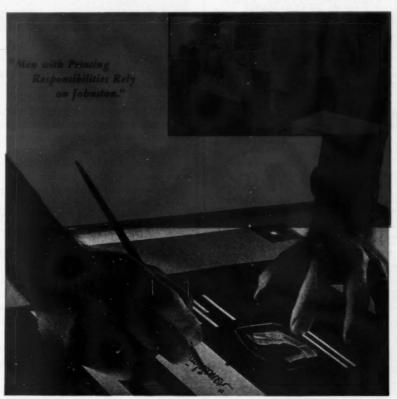
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Appointments and Promotions-



SCHULZE

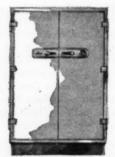
KLEIN

ROBERT D. SCHULZE has joined the Henry S. Miller Management Corporation as executive vice president and general manager. GEORGE S. KLEIN, an associate of the Miller company for seven years, has been promoted to vice president and manager of the commercial properties division of the management corporation. ARLIS PARKHURST has been named assistant property manager in the commercial division of the management firm. Mr. Schulze is a graduate of Colgate University and was with the real estate firm of Goodman-Segar-Hogan, Inc,. Norfolk, Virginia, before coming to the Miller firm. Mr. Klein has been in the real estate profession for 12 years, with extensive experience in shopping center and office building management. Mr. Parkhurst, recently released from active duty with the U.S. Marine Corps, is a graduate of the University of Texas.

WALTER M. HENSELL, formerly city ticket agent, has been named city passenger agent at Dallas for Santa Fe Railway. Mr. Hensell succeeds R. ROY HUN-SUCKER, who has retired after a railroad career spanning nearly half a century. Mr. Hansell, a native Texan wellknown in Dallas transportation circles, joined the Santa Fe as a cashier-accountant at Fort Worth in 1948. He became city ticket agent at Dallas in 1956. Mr. Hunsucker came with the Santa Fe as a telegraph apprentice-ticket clerk at Gainesville in 1913. He moved to Dallas in 1915 to become ticket clerk at the old Santa Fe station on a site where the present Union Station is located.

J. W. VAN SANT, JR. has been appointed national sales manager of Burke, Inc., Dallas manufacturer of contemporary-designed furniture. Mr. Van Sant

Hank Dickerson
& Company RI 8-6403
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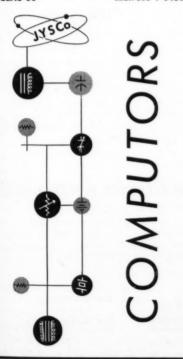


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Appointments and Promotions—

joins Burke after nine years as Southwest sales manager for Herman Miller Company of Zeeland, Michigan. He will head-quarter in Burke's Dallas home office where production facilities are maintained.



PAUL W. WILLIAMS, a former International Business Machines Corporation district manager in Dallas, who has been branch manager in Sacramento for two years, has been named manager in Dallas. Mr. Williams was graduated in 1949 from the University of Texas. HENRY C. WENDLER, formerly IBM branch manager in Dallas, has been promoted to staff director in the firm's home office in Washington, D. C.

DONALD D. SMITH, sales manager of the Southern Porcelain Division of Verson Manufacturing Company, has been named to the newly created office of vice president-consumer product sales. Mr. Smith also will continue as chief sales executive of the plumbing fixture division. Prior to joining Verson two years ago, he served for 13 years in a variety of sales management posts for Dun & Bradstreet, Inc.

RAY WILSON has been named general traffic manager for Red Ball Motor Freight, Inc. and BURT HANSON has been appointed assistant general traffic manager. Mr. Wilson has been with Red Ball for eleven years and has been assistant traffic manager for the past six years. Mr. Hanson has been with the firm for ten years, first as a rate clerk and later as a staff member of the traffic department.

J. O. CRAWFORD, vice president in charge of traffic, continues to supervise the activities of that department as well as assist in general policy supervision.

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Empire Central
Brook Hollow Industrial District

2828 SOUTHLAND CENTER . RI 8-8131

APPOINTMENTS AND PROMOTIONS

Name	Firm	Position
Robert Olander	Texas Research & Electronic Co	orp. Director of Marketing
Martin W. Kasischk	eTexas Research & Electronic C	orp.Product Sales Manager
Thomas H. Harms	Dallas Federal Savings & Loan	Personnel Director
Donald R. Isleib	Frito-Lay, Inc	Manager of Agricultural Research
Jesse S. Miguel	Braniff International Airways	Assistant Director of Passenger Service
James A. Reeves	Meletio Electrical Supply Co	Special LightingConsultant
John L. Watt, Jr	Raymond Grace Business Service	ces Account Consultant
Howard F. Marx	Ling-Temco-Vought, Inc.	Director of Corporate Planning
Russell S. Bols	British-American Oil Co	Manager, Employee Relations Dept.
Clarence L. Kelley	Texas Research & Electronic Corp.	Assistant Treasurer
Lloyd E. Tillery, Jr., William H. Clark II	LTexas Research & Electronic Corp.	Assistant Secretaries
Kenneth S. Sikorski.	Girard Life Insurance Co	Manager, Dallas East Branch Office
Edgar Y. Sanguinet	Metropolitan Federal Savings & Loan Assn	Member, Loan and
Robert E. Best	Pacific Mutual Life Insurance C	Appraisal Staff CoHome Office Representative
Troy Vaughn	Oak Farms Dairies	Dallas Sales Manager
	Oak Farms Dairies	



"To think I used to worry about what Howard would do when he had to quit work. Why, now there aren't enough hours in the day for that green thumb of his! He put off talking to our Southland Life Insurance Company representative about a retirement plan quite a while. But he finally did, and now, how thankful . . and secure . . we both feel!"

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Thousands of senior citizens now enjoy their retirement more.. do more things they've always wanted to do.. all because they had the foresight to participate in one of Southland Life's retirement insurance programs. Let your Southland Life representative show you how to begin now to make your future retirement dreams a reality, with Southland Life.

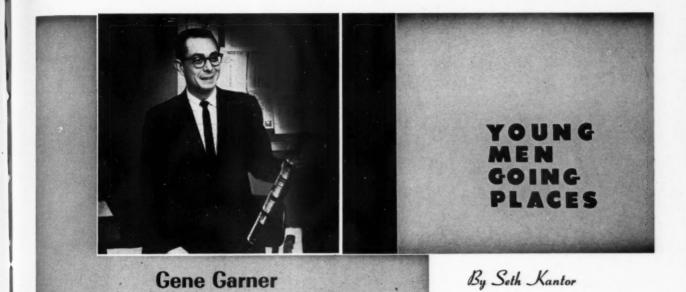
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Over \$300,000,000 in Assets Over \$1,800,000,000 Insurance in Force

LIFE . ACCIDENT . HEALTH . HOSPITALIZATION . GROUP



If Gene Garner had elected to become a lion tamer, he would have a collection of whips, blank-firing guns and frame chairs stacked about him.

"I guess I like to keep the tools of my trade at hand," he explains, his desk mounted with the tools he uses, his working area pinched with shelves and cases crammed with more of the tools.

They are reference magazines, papers, charts, files, trade literature, brochures, abundant notes and a telephone. These are essential tools in manufacturing plants.

"They're the tools that lead to proper communication from management to employee from company to consumer," explains 30-year-old Gene Garner, advertising and sales promotion manager of the Otis Engineering Corporation.

Serious and engaging at the same time, he's literally a businessman in conservative, tasteful clothing who figuratively keeps his sleeves rolled up at all times to use the tools—consulting, checking, questioning, to make sure he's right, as he talks.

Absently he doodles as he talks at his desk. It's his preciseness which comes across, as he makes carefully pencilled boxes around words on his note pad.

"What I am is a salesman," he says with a firmly done box coming from the fingers of his right hand. "It's just that I don't see the person I'm selling to, because I use the printed word."

Otis Engineering, three years older than Gene Garner, is a highly specialized firm, world-wide, based in Dallas and close to the west side of Love Field at 6612 Denton Drive. It's an international leader in the design, engineering and manufacture of oil and gas production equipment.

The Garner end of it is to deliver sales and promotion material to help the Otis salesman far off in the field obtain and close a sale.

"There are more than 300 Otis salesmen," he explains. "Their work carries them to the Middle East, Europe, South America, the West Indies and Canada with regularity."

Being a young fellow two years ago when he joined the company that has grown at a rate of more than 300 per cent in the last eight years, Gene Garner started from rock bottom to learn what he was going to write about.

He went down to the fields strung along South Texas, where the biggest concentration of Otis work lies. He worked on a wire line truck, felt the sweat of the rig life, listened to the salesmen — observed the people.

"Now watching how people react to a product was something I knew about," he explains.

Born in Panola, Oklahoma, he was the only child of the town's proprietor of the only general store. "My father also was Panola's postmaster. The store was also the post office."

It was there, where everything in Panola centered, that young Gene worked long hours as a boy. "I developed strong observations of people there. I watched their attitudes and impressions toward changing products."

With the clinical approach to observations and his fondness to dig for facts, he was determined for a long while to be-

come a doctor. By the time he got to Oklahoma University, he veered to the written-word approach to life and majored in journalism.

But there was this childhood knowledge of products, so he put it all to practical use and became a publishing company advertising salesman. The path led to the work he began for Otis Engineering—the company's first go at having a sales promotion director—in 1959.

The marked Garner intensity for his work, blending products with people and with the printed word, has also led him into the current presidency of the North Texas chapter of the Association of Industrial Advertisers.

"Selling today is a lot tougher than ever. It entails more competition and more technical knowledge," he says. "Industrial advertising has become an accepted science in plants in the East. In the Southwest, management often looks at it with skepticism, because it has the tools of the intangible—that mysterious quality: the printed word for a salesman."

A great amount of his spare time is devoted to "the battle" of getting industrial advertising on a firm, professional footing in the Southwest.

But he's brought more from Oklahoma small-town life to the urbanity of Dallas than just the wisdom of his youth, gained in a general store.

At 2487 Dorrington Drive, where he lives with his two children, there is his wife. He brought her. They've been sweethearts since childhood in Panola.

"Sharon was among the first of the people I used to observe in that store."



BOOKS FOR BUSINESSMEN

In answer to the need created by the demands of space exploration, the Cambridge Research Center of the U. S. Air Force has recently released a book entitled Handbook of Geophysics. Such chapter headings as "Model Atmospheres," "Geomagnetism," "Terrestrial Surface Parameters," "Atmospheric Exploratory Devices," and "Acoustic Propagation of the Atmosphere," reveal the challenge of the contents. The verso of the title page states that the book is a revision of Handbook of Geophysics for Air Force Designers, which was privately distributed in 1957.

Frank O. Baynard has succeeded in personalizing some of the passenger steamers of the last two decades in his book, Lives Of The Liners. Pen and ink sketches by the author add charm and interest to the writing. The book is in four parts, namely, Superliners, Express liners, Mail liners, and Medium liners. Odd and unusual bits of information are included, with a good bit about the war service of these vessels. Since ships from many nations are included, an international flavor permeates the book. The chapter on Japan's Maru ships is unusually interesting.

The Human Side Of Enterprise, written by Douglas McGregor, who is now professor of management at the School of Industrial Management at M.I.T., deals with constructive policies and practices in the administration of human resources in business and industrial organization. The author shows how unrealistic traditional theories of management of human nature have become, and presents in contrast methods of control appropriate to various industrial organizations. In the chapter entitled "The Managerial Team," Mr. McGregor outlines the characteristics of an efficiently functioning group, and in contrast, those of a group relatively ineffective in accomplishing its purpose.

The supermarket industry comes in for a detailed study in Frank J. Charvat's book, **Supermarketing**. The author, professor of marketing at Emory University, gives the history of the movement, discusses internal and external factors that have contributed to its growth, and presents in the Appendix one hundred nineteen cost-cutting ideas. The book is

Books for Business Men-

written in the language of the businessman and will be useful to anyone employed in the field.

How to Make Profits in Commodities, by W. D. Gann, shows how trading in commodities can be "not a gambling business . . . but a practical, safe business when conducted on business principles." This popular reprint presents rules that will forecast the trend of 21 commodities, along with advice on how to develop a sound trading plan based on a study of the history of a commodity. The author writes from forty years of experience as a member of four major exchanges.

An excellent guide for the business student or company training program is Lawrence D. Brennan's paperback, Business Communication. The scope of the book makes accessible in clear, concise form the essentials on all kinds of business correspondence and speaking. It includes basic reviews of grammar, spelling, punctuation and the mechanical layout of letters and reports. The use of this material is facilitated by a comprehensive index, diagrams, charts, and boldface type and italics for important ideas.

Any executive who finds that demands on his time are multiplying will profit from an examination of **The Efficient Executive**, by Auren Uris. As editor of the Management Development Division of the Research Institute of America, Mr. Uris is in close touch with personnel in all phases of business and industry. His common sense approach to the problems of modern business is reflected in this compact and readable book which gives hundreds of useful tips on how to accomplish more in less time.

Planners and promoters of events—commercial, civic, and non-profit—will find a substitute for years of experience in How to Plan, Produce and Publicize Special Events, by Hal Golden and Kitty Hanson. Designed as a practical reference aid, this book outlines in detail all the information needed by a special event chairman. Separate chapters give specific considerations for trade shows, company outings, luncheons, store openings, film showings, parades, conventions and other occasions.

Submitted by:
Miss Gay Pound
Science and Industry Department
Dallas Public Library

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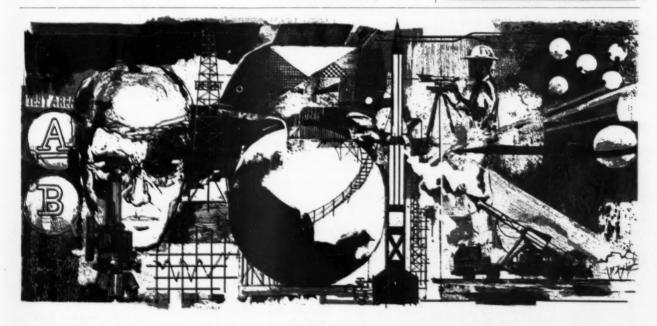
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DALLAS ASSOCIATION INSURANCE AGENTS

ADVERTISING – MARKETING – COMMUNICATIONS



COWAN

GILMORE

STANAR

The Riverside Press, Inc., a new company having plant facilities in excess of \$1 million, began operations on November 1 under a merger announced by Roy Cowan, president of Southwest Printing Co., Inc. and Lloyd Gilmore, president of William S. Henson, Inc.

A major expansion of the Henson Company's new building at 4901 Woodall is under way to provide a 45,000-square-foot plant to house the consolidated operations of the Riverside Press. Both companies have been a part of Dallas printing for more than half a century.

Roy Cowan becomes chairman of the board and Lloyd Gilmore becomes president of the new company. R. Burke Stanard, vice president and sales manager of Southwest Printing, assumes the same position with the Riverside Press.

Other officers named from Southwest Printing are Marvin R. Malone, who becomes vice president, special accounts and Lyle J. Brewster, plant supervisor. Named officers from the Henson company are Tony Taranella, secretary-treasurer; Roland J. Cazes, vice president, sales administration; C. G. Morris, vice president, finishing operations and Harry Justiss, assistant plant supervisor.

Superior Decals, Inc., has three personnel changes. Ed Morris has been named sales manager and will supervise their 11 branch sales offices in the Southwest. Roger Nail is the sales office manager and will develop a new division of the company, Decorative Products Inc. Tom Sneary is marketing manager for national accounts.

Miss Sandra Brewer has been appointed director of the Graphic Arts Center in Dallas. A graduate of TCU, Miss Brewer is a former art teacher in Dallas public schools.

A Creative Naming Service for Southwest Business

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Advertising — Marketing — Communications



CROOK SR.

CROOK JR.

MAYE

Crook Advertising Agency, oldest Dallas advertising agency operating under the same name and management, has announced personnel changes.

Wilson W. Crook, Jr. has been named president succeeding Wilson W. Crook, Sr., who becomes chairman of the board. Leon Mayes has been elected a vice president of the firm.

Cal Druxman, veteran sales and broadcast executive, has rejoined the staff of Channel 11 as sales manager of the Dallas office of KVTV. He is a former radio station general manager and prior to that was engaged in advertising, marketing and public relations on the West Coast.

Thomas V. Murphy has joined Ling-Temco-Vought, Inc. as editor of the firm's new corporate magazine, The Image. Prior to joining LTV, Murphy worked for five years with Delhi-Taylor Oil Corp. in Dallas, first as editor of the employee newspaper and later as editor of the firm's internal-external magazine.

Miss Justine Rogers has established a new advertising office at 327 Interurban Building offering copy and creative service. Miss Rogers has had 13 years advertising agency experience in Dallas with extensive experience in gas and electric utilities, oil, industrial and farm lubrication, banking and insurance. Prior to coming to Dallas in 1948, she did public relations work with the Kansas City Star.

Betsy Wooldridge has been appointed assistant production manager of Rogers & Smith Advertising. Prior to joining Rogers & Smith in 1956, Miss Wooldridge was with Neiman-Marcus display department. She was graduated from Purdue University in 1955.



Fast Movement of Merchandise for Manufacturers and Distributors

- 600,000 square feet of dry and spol storage space.
- Easy access to highways and Central Business District.
- 38-car-capacity docks on private witch tracks.
- Dock space for 60 trucks with ample room for maneuvering.
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BELGIAN World AIRLINES

Riverside 1-5133

1901 Commerce



WORLD-WIDE SERVICE



STRACHAN
SHIPPING COMPANY

211 Cotton Exchange Bldg.

Dallas

Phone RI 7-0648

Advertising — Marketing — Communications



Eldon Corkill has been selected supervisor of employee publications for Ling-Temco-Vought, Inc.

Corkill, formerly a supervisor in the Ling-Temco public relations group, will coordinate operations of the company's new three-edition newspaper, LTV NEWS. He is a graduate of the William Allen White School of Journalism at the University of Kansas. After World War II service as a navigator, he was news editor of newspapers in Kansas and Oklahoma. He joined United Press in Oklahoma City in 1950, was transferred to Dallas in 1951, and became associated with Temco in 1956.



Joe R. Jillson has been appointed a vice president of Rogers & Smith Advertising.

Mr. Jillson joined Rogers & Smith in 1958 and has served as account executive on major accounts. Prior to joining Rogers & Smith he was associated with another Dallas agency. He also has worked with major printing firms, Watts-Payne Agency in Tulsa, and as assistant to the advertising manager of Dowell Division of Dow Chemical Company.

Advertising — Marketing - Communications



MARSHALL

MESSINGER

Arthur S. Marshall has been appointed vice president-marketing of Security Engineering Division of Dresser Industries, Inc., and Hal Messinger has been appointed director of merchandising for the Guiberson Corp., another division of Dresser Industries, to supervise the entire Guiberson domestic and foreign marketing and sales program.

Mr. Marshall has a background of many years of top marketing management experience and has done graduate work in management and marketing at Rutgers University. A veteran executive in the oil and gas industry, Mr. Messinger was previously sales manager for Oil Well Manufacturing Corp., Los Angeles and Baash-Ross Division of Joy Manufacturing Co., Houston.

A creative merchandising department, headed by Alice Bennett Enkowitz as managing director, has been added by Santoro Management Consultants.

The new department will provide fashion and promotional services for 50 women's and children's specialty shops in the Southwest.

MEET A. C. (BUD) HENDERSON. JR.

agent for United Fidelity Life Insurance Co.



- . Dallas Assn. of Life Underwriters
- . Texas Assn. of Life Underwriters
- National Assn. of Life Underwriters

UNITED FIDELITY Life Insurance Company

Home Office: Dallas . M. Cullum Thompson, Pres.

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Warren-Hoyt Travel Agency, Inc. Southland Center • Dallas, Texas • RI 8-7777



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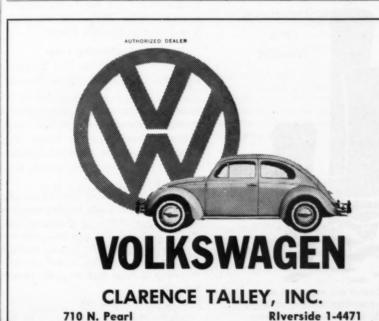
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Far East paradise of a thousand dining delights



PAPEETE . SINGAPORE SAIGON . MACAO

RESTAURANTS



by Stephen Crane, Associates

World Oil Capital

(Continued from page 23)

Namco International, Inc.

Namco International, Inc., organized in 1957 by National Geophysical Co. of Dallas, E. V. McCollum and Company of Tulsa and Continental Geophysical Co. of Fort Worth, offers under one management the combined facilities of three major contracting companies for worldwide geophysical service. All the popular geophysical methods are available from Namco, including magnotometer, gravimeter, core drill, and all variation of reflection and refraction seismography. Namco crews are presently on location in Libya and Australia.

Continental-Emsco Co.

Continental-Emsco Co., Dallas-based oilfield manufacturer and supplier, maintains a complete network of oilfield supply facilities and sales outlets outside the United States, including supply stores, manufacturing plants, sales offices and approximately 30 foreign agents.

Venezuelan oil men find a ready stock of oilfield supplies at three Continental-Emsco supply stores located at Maracaibo, Anco and Las Morochas. The company's sales office in Caracas covers Venezuela, Central America, Trinidad, Colombia, Ecuador, Peru and Chile.

Continental-Emsco maintains its own manufacturing plant in St. Albans, England, where all types of drilling equipment and accessories are produced, and also a London sales office. Two foreign licensee plants are the Navalmeccanica plant in Naples, Italy, and the S. N. Marep plant in Jeumont, France.

Otis Engineering Corp.

Trained specialists of Otis Engineering Corp. are now located in England, Germany, Austria and Italy. Otis equipment and services are also available through distributors in Switzerland, Egypt, Lebanon, Turkey and the British West Indies. Eastern hemisphere headquarters for the company were re-located in London during 1961.

To meet the growing demand for Otis products, a new world headquarters for sales and manufacturing is nearing completion in Dallas. The new Otis plant will encompass a two-story office, research and engineering building, as well as manufacturing facilities four times the present capacity.

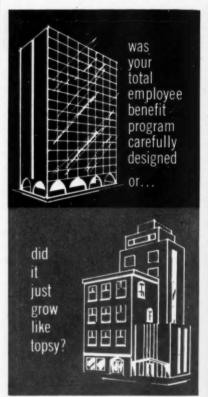
Sun Oil

Southwest Production Division of Sun Oil Co., located in Dallas, has supplied

where there's a need ...there's a way, at



MEMBER F.D.I.C



Employee benefit programs, like modern office buildings, require careful planning to achieve maximum employee appreciation and dollar efficiency.

For "creative design" in your PENSION PLAN
PROFIT-SHARING PLAN • GROUP INSURANCE PLAN • DEFERRED COMPENSATION
PLAN • DISABILITY and BONUS PLAN consult



DALLAS, 715 Meadows Building. RICHMOND • ATLANTA • NEW YORK • PORTLAND • MIAM some of the key personnel presently engaged in Sun's operations in Venezuela's Lake Maracaibo, the company's brightest spot, production-wise, in its search for oil. Venezuelan Sun's vice president and general manager, Paul W. McFarland of Caracas, as well as the assistant to the manager, Lee Smith, went to that country from positions in the geological department of Sun's Southwest Division.

Oil Well Supply

Oil Well Supply Division, United States Steel Corp., has representatives in all free world areas where oil or gas is being produced or where exploratory drilling is in progress. The Oil Well Supply Co., Ltd. in London acts as headquarters for the Eastern Hemisphere in the sale of Oilwell products. In addition, Oilwell has licensing arrangements in England and France for the manufacture of its equipment.

DeGolyer and MacNaughton

As the international oil industry has grown, so has the foreign work of De-Golyer and MacNaughton, a firm of petroleum and geological consultation. In 1956 subsidiary companies were set up to handle foreign work. The firm has considerable experience in every petroleum area of the world with the exception of Russia and China and during the past year, has carried out petroleum engineering and geological assignments in a total of 20 different countries scattered throughout the continents. Most of the work is normally carried on by personnel based in Dallas, but the firm currently has five representatives in Europe and one in Africa.

A large part of the work is done for foreign oil companies and governments, although the majority is for African companies or foreign subsidiaries of these companies. The firm exports only the extensive knowledge and experience of its large professional staff, whose technical "know how" is paid for with U. S. dollars, thereby returning to the United States some of the dollars which are spent abroad each year.

To the list of nine companies whose international operations have just been outlined can be added many more—Varel Manufacturing Co., Universal Co., Universal Controls Corp., Merla Tool Corp., Diamond Machine Co. — all reporting sizeable world oil business. Then, of course, there are the actual foreign drilling activities of Dallas oil companies, all of which leads to this conclusion:

Dallas -

The World Oil Capital -

Two names that are interchangeable in world trade circles.



EAGER TO SERVE ...

with

ENGINEERING KNOW-HOW

HOW BRIGGS-WEAVER SOLVED
AN ENGINEERING PROBLEM OF
A BIG ELECTRONICS FIRM

THE PROBLEM:

d Co

A big electronics firm had to avoid a snag that would delay vital production—had to find the best way to slice silicon wafers used in transistors. There seemed to be nothing on the market to do this specialized job properly.









BRIGGS-WEAVER SOLUTION:

Briggs-Weaver met the challenge with imaginative skill. In co-ordination with the electronics firm and the manufacturer of a standard machine, Briggs-Weaver got the machine modified for the slicing requirements. The modification was not only successful but economical — sparing the customer from engineering charges on special equipment.



Briggs-Weaver handles the best product lines — in the most efficient, expeditious way. Its buyers, engineers, salesmen and management are closely familiar with these products — know what specific purpose they serve — know whom they will serve. Briggs-Weaver is eager to serve you — with progress and profit.

PUT BRIGGS-WEAVER TO WORK FOR YOUR COMPANY



BEAUMONT - 1005 S. 4th St. - TE 8-5261 •

FORT WORTH - 222 N. University - ED 6-5621

DALLAS - 5000 Harry Hines Blvd. - LA 8-0311

HOUSTON - 300 5. 67th St. - WA 8-3361



Whatever you buy, MICR* checks speed service

Whatever you buy, your modern MICR* checks will be accepted more quickly and quietly than regular checks. Every MICR* check you use carries your imprinted name plus your own personal MICR* account number in symbols like these 1 2 3 4. This means faster and more efficient handling for the merchant, and extra protection for you. Ask your bank about MICR* checks. Order a supply today.

Use MICR checks



MEMBERS OF DALLAS CLEARING HOUSE ASSOCIATION

YOUR DALLAS BANKS

Uallas



Sanger-Harris Sangers in Texas

Opened Dallas Store in 1872

869 Padgitt Bros. Leather Goods Wholesale and Retail

Dallas Transit X/4 Company City Bus Transportation

First National Bank in Dallas

National Bank of Commerce Banking

1889 J. W. Lindsley & Company Real Estate and Insurance

Riverside Press,

Advertising Printing Riverside Press, Inc.

William S. Henson, Inc. 1890 Southwest Printing, Inc. 1921

993 Oriental Laun Oriental Laundry Finer Laundering, Cleaning, and Fur Storage

1893 Sparkman's Inc. Mortin Morticians

Originally, Loudermilk, Broussard and Miller Briggs-Weaver OJU Machinery Co.

Industrial Machinery and Supplies

1895 Rudolph's Mkt. & Sausage Fac., Inc. **Quality Meats**



REAMERY butter was selling for 15 cents a pound, ham and bacon 11 cents, salt bacon 6 cents and eggs were quoted at 15 cents per dozen when Martin Rudolph, the original owner of Rudolph's Market and Sausage Factory, posed for this photograph in 1896. The first Rudolph's Market was located at the corner of Cabell and South Preston. A native of Germany, Martin Rudolph set up a tradition as a purveyor of fine meats that has carried on to the present day. Antone Pavelka succeeded Rudolph as proprietor and Sid Pokladnik, a native of Czechoslavakia, started working for Pavelka in 1927, and bought the market in 1947. Today, second and third generation customers flock to Rudolph's from over the metropolitan area to stock up on Polish Sausage, Polish Rings, Old Time Frankfurters, Brackwurst, Knackwurst, smoked turkeys and fine beef. Twenty-five different varieties of sausage are made at Rudolph's from old-time recipes, and all meat is cut to order. The present day shop and sausage factory at 2924 Elm Street is now in the midst of a remodeling and modernizing program. Now in its fiftysixth year, Rudolph's Market and Sausage Factory, Inc., is under the management of Sid Pokladnik, President, his wife Justine, Vice-President and his brother, Joseph, Vice-President. This custom meat operation provides an example of a small busines dedicated to quality that has survived and prospered in Dallas for more than a half-century.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Seay & Hall All Lines of Insurance

Cullum & **Boren**

Red Fox Athletic Uniforms lesale and Retail Sporting Goods

Praetorian Mutual Life Ins. Co. (Formerly The Praetorians)

First Texas Pharmaceuticals, Inc. In Dallas Since 1903

 Hunter-Hayes 1902 Elevator Co. Passenger, Freight and Home

1905 Rubenstein & Sons, Inc. Gulf Princess, Ready To Fry Breaded Shrimp Lady Rite Shelled Pecens

A. C. Horn & Company rcial and Structural Shoot Motal

Smith-Perry Electric Co. Wholesale Electric Supplies

W. W. Overton & Co.

Texas Employers Insurance Ass'n.

Dallas County

Physicians & **Nurses Registry** Licensed and Bonded

Dallas Federal Savings & Loan Association

Savings and Home Loans



"with someone familiar"

Familiarity . . . trust . . . makes all the difference, doesn't it?

That's why Negroes in this area

That's why Negroes in this area listen, almost exclusively, to KNOK, 970. It's their station. It provides them opportunity for self identity. A knowledge of this market is im-

A knowledge of this market is important. For the Negro population share often can mean the difference between full or partial sales success. So stop and think a minute. Analyze your own situation. Couldn't you use the extra business?

And doesn't it make good sense to go after this business through KNOK, the Negro's own station . . . the one he's totally familiar with . . . the one he can identify with.

For an interesting ten minutes on how your business associates are using KNOK successfully call . . . today! You may discover some interesting profit possibilities.



A Townsend Station Stuart Hepburn, President

Dallas Studio Fort Worth Studio
1914 Forest 3601 Kimbo
HA 1-4144 TE 1-1278
REPRESENTED BY

BERNARD HOWARD CO.

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JAPAN AIRLINES CO., LTD JOHNSTON PRINTING COMPANY	53	WINDSOR PROPERTIES, INC	6





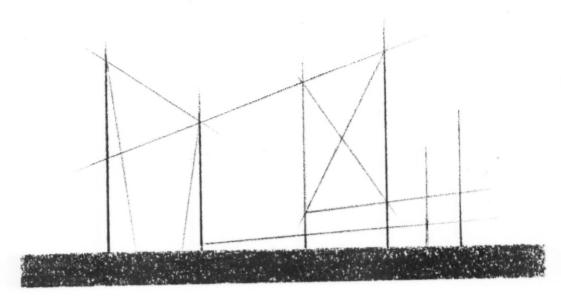


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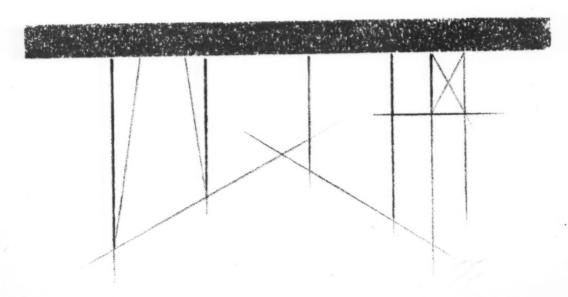


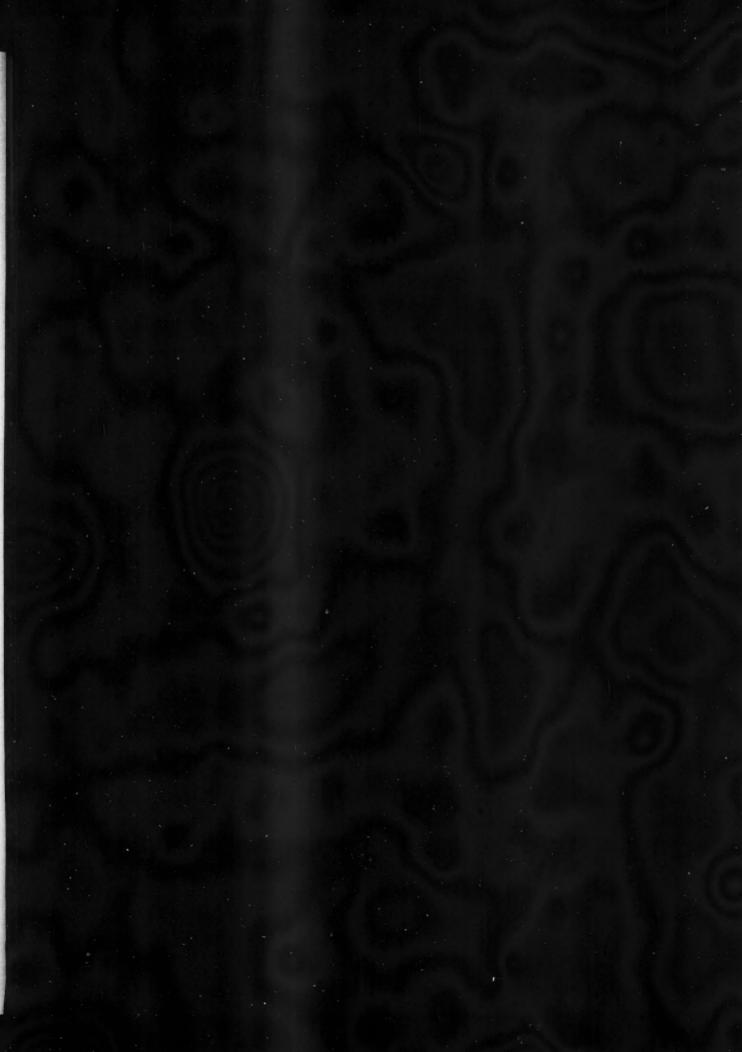
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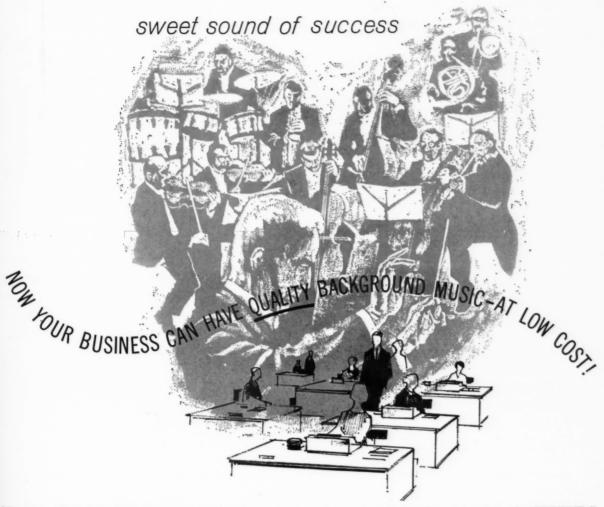
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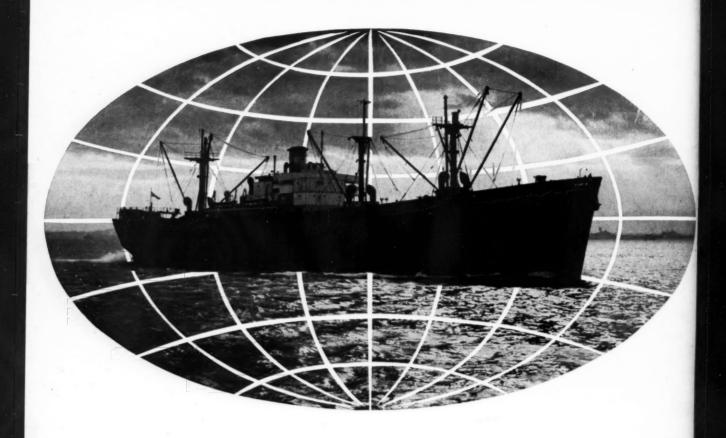
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